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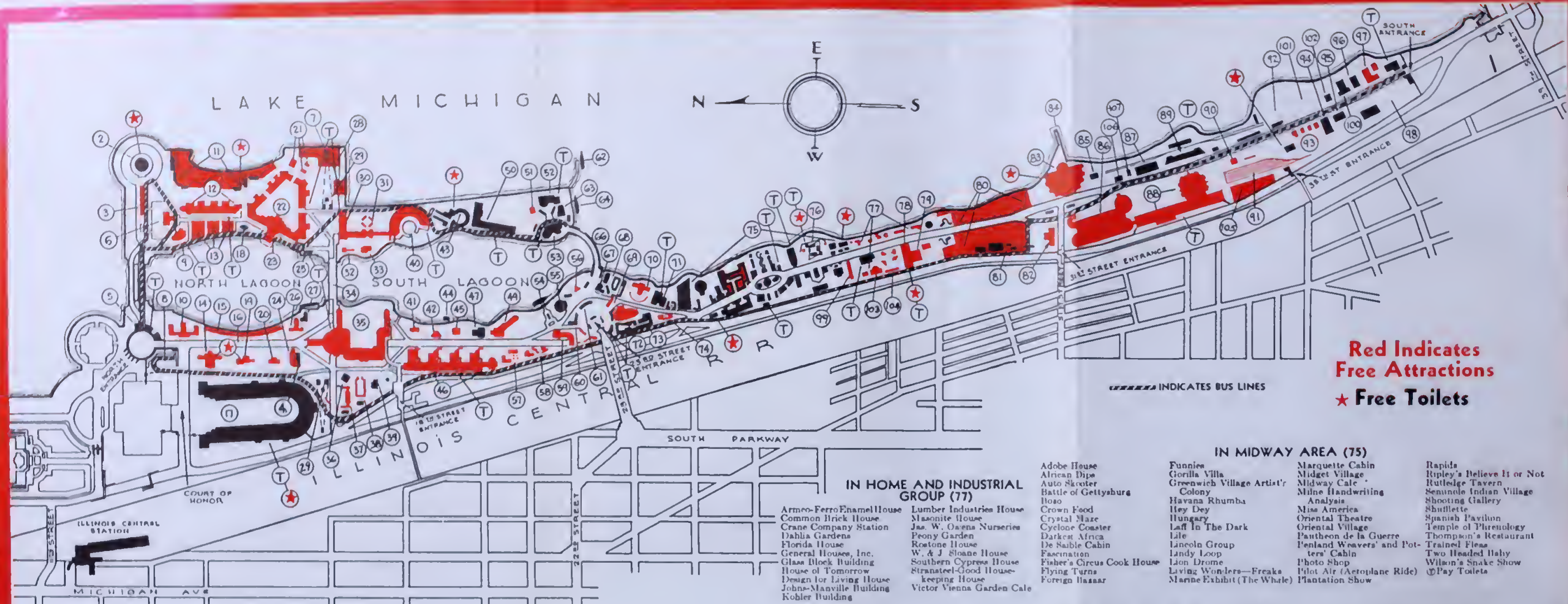
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ILLINOIS HISTORICAL SURVEY



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----- INDICATES BUS LINES

IN HOME AND INDUSTRIAL GROUP (77)

- Armen-Ferro Enamel House
- Common Brick House
- Crane Company Station
- Dahlia Gardens
- Florida House
- General Houses, Inc.
- Glass Block Building
- House of Tomorrow
- Design for Living House
- John-Manville Building
- Kohler Building
- Lumber Industries House
- Masonite House
- Jas. W. Owens Nurseries
- Peony Garden
- Rosstone House
- W. & J. Sloane House
- Southern Cypress House
- Stransteel-Good House-keeping House
- Victor Vienna Garden Cafe

- Adobe House
- African Dipe
- Auto Skroter
- Battle of Gettysburg
- Bozo
- Crown Food
- Crystal Maze
- Cyclone Coaster
- Darkness Africa
- De Saible Cabin
- Fascination
- Fisher's Circus Cook House
- Flying Turns
- Foreign Hazaar

IN MIDWAY AREA (75)

- Funnies
- Gorilla Villa
- Greenwich Village Artist's Colony
- Havana Rhumba
- Hey Dey
- Hungary
- Left in The Dark
- Lincoln Group
- Landy Loop
- Lion Drome
- Living Wonders—Freaks
- Marine Exhibit (The Whale)

- Marquette Cabin
- Midway Cade
- Alpine Handwriting Analysis
- Miss America
- Oriental Theatre
- Oriental Village
- Pantheon de la Guerre
- Pendland Weavers' and Pot-tery Cabin
- Photo Shop
- Pilot Air (Aeroplane Ride)
- Plantation Show

- Rapids
- Ripley's Believe It or Not
- Rutledge Tavern
- Seneca Indian Village
- Shooting Gallery
- Shuttle
- Spanish Pavilion
- Temple of Phrenology
- Thompson's Restaurant
- Trained Fleas
- Two Headed Baby
- Wilson's Snake Show
- Pay Toilets

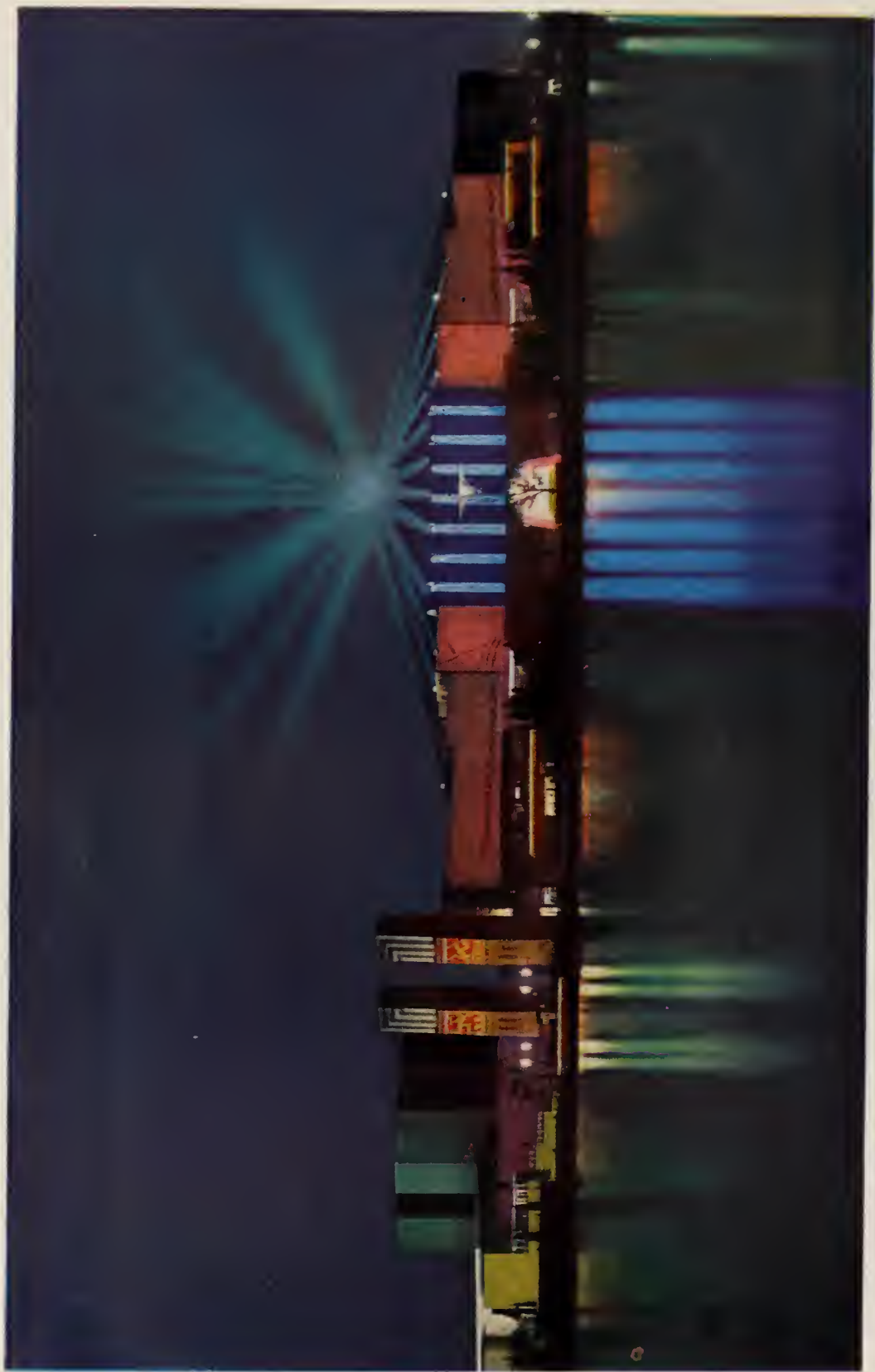
ALPHABETICAL KEY

Adler Planetarium	2	Czech Restaurant	4	Home and Industrial Arts Group	77
Administration Building	10	Dairy Building	9	Horn Planning Hall	78
Advertising Cinema	107	Days of '10	94	Horticultural Building	80
Air Show, Inc.	87	Domestic Animal Show	95	The Hub—Henry C. Lytton & Sons	61
Alaskan Cabin	21	Edison Memorial Building	33	Illinois Hotel House	19
Alpine Garden	74	Egyptian Temple	61	Infant Incubator	67
American Indian Village	61	Hotel Cafeteria	39	Italian Pavilion	26
Amer. Radiator & Standard Sanitary Mfg. Co.	87	Hotel Rotisserie	40	Italian Restaurant	27
A & P Carnival	70	Electrical Building	43	Japanese Pavilion	37
Aquatic Club	7	Enchanted Island	40	John-Manville Building	103
Avenue of Flags	16	Farm and Road Demonstrations	105	Kohler Building	99
Belgian Village	73	Firestone Building	69	Lama Temple	36
Boy Scout Exhibit	7	Florida Gardens	13	Maya Temple	42
Boys' Club	21	Foods and Agricultural Building	12	Midway	75
Boys' Shop	84	Fort Dearborn	76	Miller High Life Fish Bar	16
Cactus Pergola	42	Gas Industry Hall	79	Moroccan Village	72
Captive Plane	101	General Cigar Company Exhibit	69	Muller Pabst Restaurant	47
Cashmere Alley	104	General Exhibits Group	46	Observation Balloon	98
Century (Jantzen) Beach	11	General Motors Building	83	Old Heidelberg Inn	71
Century Club	53	German American Building	4	Old Mexico	21
Chapel Car	37	Girls' Club	21	Outdoor Railway Exhibit	92
Chinese Pavilion	38	Goodyear Field	15	Pabst Blue Ribbon Casino	53
Christian Science Monitor Bldg	45	Grand Stand	96	Palwaukee Amphibian Ramp	85
Chrysler Motors Building	86	Great Beyond	96	Petite Grounds	24
Columbus Memorial Light	32	Hall of Religion	49	Poultry Show	93
Cune Co.	104	Hall of Science	35	Radio & Communications Bldg	31
Cune House	61	Havoline Thermometer	54	Rapid Transit Terminal	4
Czechoslovakian Pavilion	24	Hollywood	52	Rolleo (Log Rolling)	102
				Schlitz Garden Restaurant	25

NUMERICAL KEY

2—Adler Planetarium	27—Italian Restaurant	65—The World A Million Years Ago	83—General Motors Building
3—Terrazzo Promenade	28—Phenic Grounds	66—Havoline Thermometer	84—31st Street Boat Landing
4—Czech Restaurant	29—Sky-Ride	67—Amer. Radiator & Standard Sanitary Mfg. Co.	85—Palwaukee Amphibian Ramp
5—Eitel Rotisserie	30—Hall of Social Science	68—Sinclair Prehistoric Exhibit	86—Chrysler Motors Building
6—German-American Building	31—Radio & Communications Bldg	69—Firestone Building	87—Air Show, Inc.
E of 7—Aquatic Golf	32—Columbus Memorial Light	70—Walgreen's Store	88—Travel & Transport Building
7—Boy Scout Exhibit	33—Edison Memorial Building	71—The Hub—Henry C. Lytton & Sons	89—Wings of A Century
8—Rapid Transit Terminal	34—Science Bridge	72—23rd Street Steamer Landing	90—Whiting Corp. & Nash Motors Bldg
9—Dairy Building	35—Hall of Science	73—Crime House	91—Outdoor Railway Exhibit
10—Administration Building	36—Lama Temple	74—Thrill Theater	92—Cloudy Day Field
11—Century (Jantzen) Beach	37—Japanese Pavilion	75—Steamer Landing	93—Poultry Show
12—Solomon's Temple	N of 37—Chapel Car	76—23rd Street Bridge	94—Days of '10
13—Foods and Agricultural Building	38—Chinese Pavilion	77—Infant Incubator	95—Domestic Animal Show
14—Florida Gardens	39—Eitel Cafeteria	78—Streets of Paris	96—Great Beyond
15—Sears, Roebuck Building	40—Electrical Building	79—Ukrainian Pavilion	97—Observation Balloon
16—Grand Stand	41—Time-Fortune Building	80—Kohler Building	98—Kohler Building
17—Avenue of Flags	42—Cactus Pergola	81—Metropolitan Village	99—Metropolitan Village
18—Soldier Field	43—Enchanted Island	100—Mexican Village	101—Siberian Dog Sled Show
19—Miller High Life Fish Bar	44—Show Boat—Medieval Tortures	101—Captive Plane	101—Turtle Derby
20—Illinois Hotel House	45—Christian Science Monitor Bldg.	102—Hollywood	102—Hollywood
21—Sachish Pavilion	46—General Exhibits Group	103—John-Manville Building	103—John-Manville Building
22—Alaskan Cabin	47—Muller Pabst Restaurant	104—Crane Co.	104—Crane Co.
23—Boys' Club	48—Hall of Religion	105—U. S. Army Camp	105—U. S. Army Camp
24—Girls' Club	49—Horticultural Building	106—Farm and Road Demonstrations	106—Farm and Road Demonstrations
25—U. S. Government Building	50—Egyptian Temple	107—Camino de Alca	107—Camino de Alca
26—Walgreen's Store	51—Hollywood		
27—Submarine S-49	52—Century Club		
	53—Pabst Blue Ribbon Casino		
	54—Maya Temple		

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The Electrical Building at Night



OFFICIAL GUIDE



BOOK OF THE FAIR

1933



Published by
A Century of Progress
Administration Building
Chicago

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Foreword

This is the official exposition guide-book of A Century of Progress, Chicago's 1933 World's Fair. It contains the latest and most accurate information available on what has been accomplished and what is planned for this Exposition of the greatest era of the world's scientific and industrial history.

Rufus C. Dawes
President.





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Airplane View of A Century of Progress Exposition

O F F I C I A L G U I D E

Your Book of the Fair

You will enter A Century of Progress for the first time perhaps like an explorer—curious and eager—penetrating an amazingly rumored domain in search of treasure. It well might be, whether by day or night you come, that the veritable bombardment of color and light that greets you may create the illusion of stepping within a giant jewel, its myriad facets flashing countless rays of beauty. If the aim of this Book of the Fair is achieved, the fire and gleam, the purpose and theme of A Century of Progress will have been caught and resolved into an orderly, statistical, and factual guide with which you will be able better to enjoy and appreciate all the things you come to see.

To Meet All Needs

A Century of Progress was conceived and created to meet your tastes, however varied they may be. On the one hand, science beckons to serious interest, and, on the other, fun and carnival crook inviting fingers. Things of the inner spirit offer opportunity for quiet contemplation, and sports and recreation sound their constant tocsins. Industry in numberless phases depicts its story of progress and of power, and art and music hold sway in supreme expression. The aged, the young, the student, the eager for gaiety, all can seek their separate ways, and find fulfillment of their needs. Even the children have a magic island of their own, a place of wonders.

To Facilitate Your Program


Whether your stay is of several days' duration, or weeks, or for the full 150 days of the Fair, you will be able to consult the 194 pages of this volume and construct easily and quickly an itinerary that should permit you to enjoy a maximum of sights and sensations in whatever measure of time you allot yourself. And to do so with a minimum of effort and expense.

Answers to Your Questions

Of a morning, at breakfast, with a day of Fair-going before you, inevitably questions will arise. What today?

What shall we see? Where shall we eat? How shall we get there? What from the vast assortment of attractions shall we choose for a day filled with pleasure, or inspiration, or instruction—a day charged with impressions that will live long in memory?

The Book of the Fair will enable you to select little or much, as suits your requirements. You will find the facts you seek in regard to



transportation facilities to and within the grounds, and the comforts and conveniences designed for your service. The Book endeavors to prepare your mind with authentic data and description of buildings and exhibits which, in a plan years ago conceived and faithfully followed, compose, you will discover, a harmonious whole—the engineered development of an epic theme.

It will serve you as a Fair guide and encyclopedia, and, too, it is hoped, as a souvenir that you will treasure.

What Is the Meaning of It All?

Millions Are Expended—A Magic City Created—Throngs Come—The World Watches—Then It Vanishes—

WHY?

From May 27 to November 1, 1933, the interest of a considerable part of the civilized world is focused upon 424 acres of land that lie along the shore of Lake Michigan, edging Chicago. A little while ago this site was placid lake. Now, shimmering beside the water, a dream city is risen. It lights the sky with splendor, yet soon will disappear and be merely a memory.

Five Short Months of Celebration

The immensity of the enterprise might make you ask yourself, What could be so tremendously important that a city and its citizens should undertake this titan task of building, shoulder these infinite details, merely to invite the world to come for a carnival?

Leaf the pages of history for the last 100 years. The answer is there.

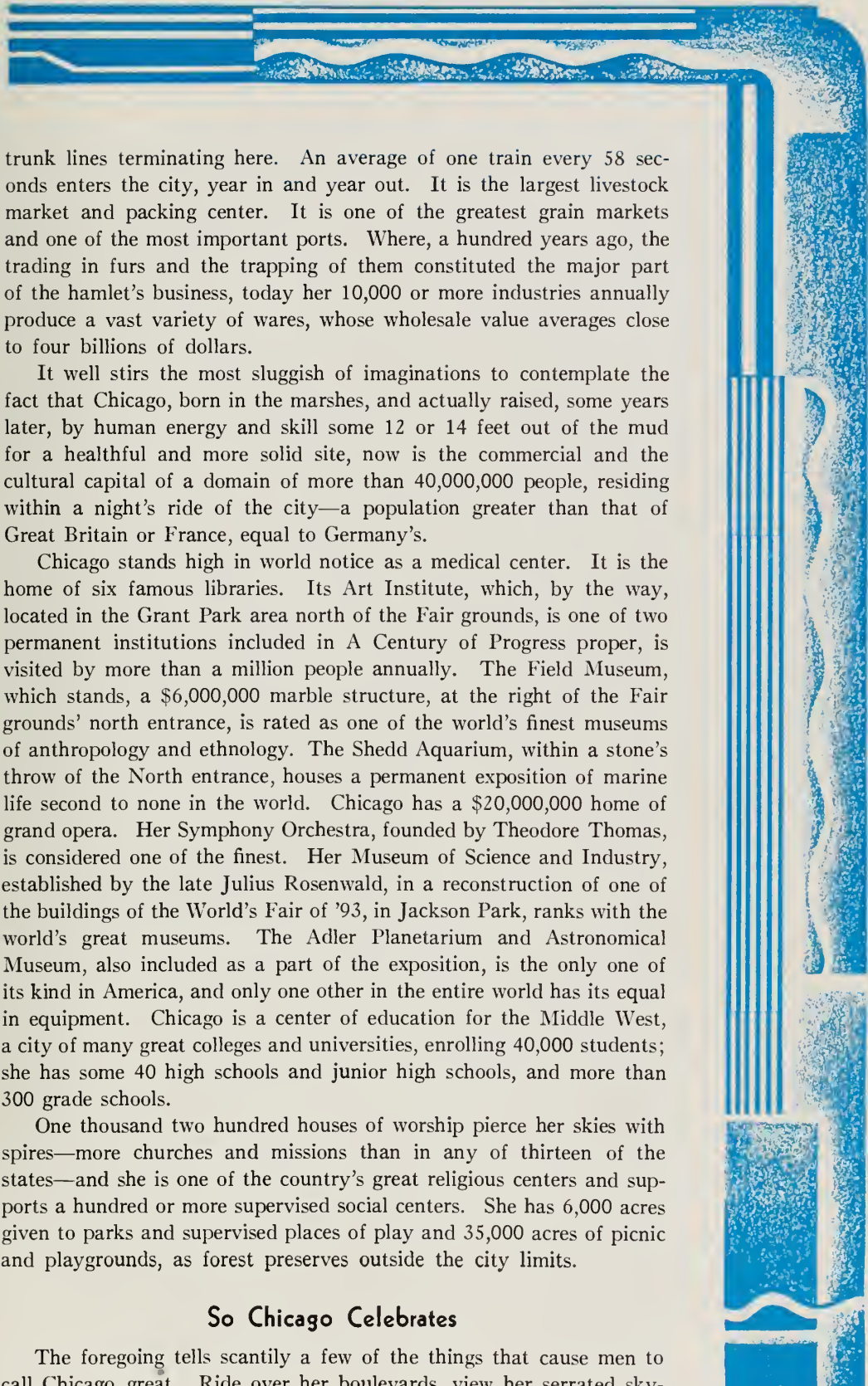
A City Lifted From Mud

Only a hundred years ago Chicago was a huddle of huts, hewn of logs, clinging to the shadows of Fort Dearborn for safety from the Indians, and four years after its incorporation as a village, in 1833, its population, conquering patches of dreary swamp, had reached 4,000. Today it is nearly 4,000,000—3,376,438 for the sake of accuracy, by the census of 1930—and growing at the rate of 70,000 a year.

Chicago in a century has climbed to her place as second largest city in America, fourth in the world.

Chicago has close to 6,000 miles of streets, 84 miles of beautiful boulevards. Beneath her bustling loop, to which area daily at least 250,000 people come to work or for business, and a million and a quarter more to shop or to visit, narrow-gauge trains whisk merchandise over 60 miles of tracks through tunnels to stores and marts. Above its towering skyscrapers, passenger and pleasure aircraft and mail planes go their speedy ways, and Chicago rapidly is becoming the hub of American aviation.

Chicago is the greatest railroad center in the United States, 33



trunk lines terminating here. An average of one train every 58 seconds enters the city, year in and year out. It is the largest livestock market and packing center. It is one of the greatest grain markets and one of the most important ports. Where, a hundred years ago, the trading in furs and the trapping of them constituted the major part of the hamlet's business, today her 10,000 or more industries annually produce a vast variety of wares, whose wholesale value averages close to four billions of dollars.

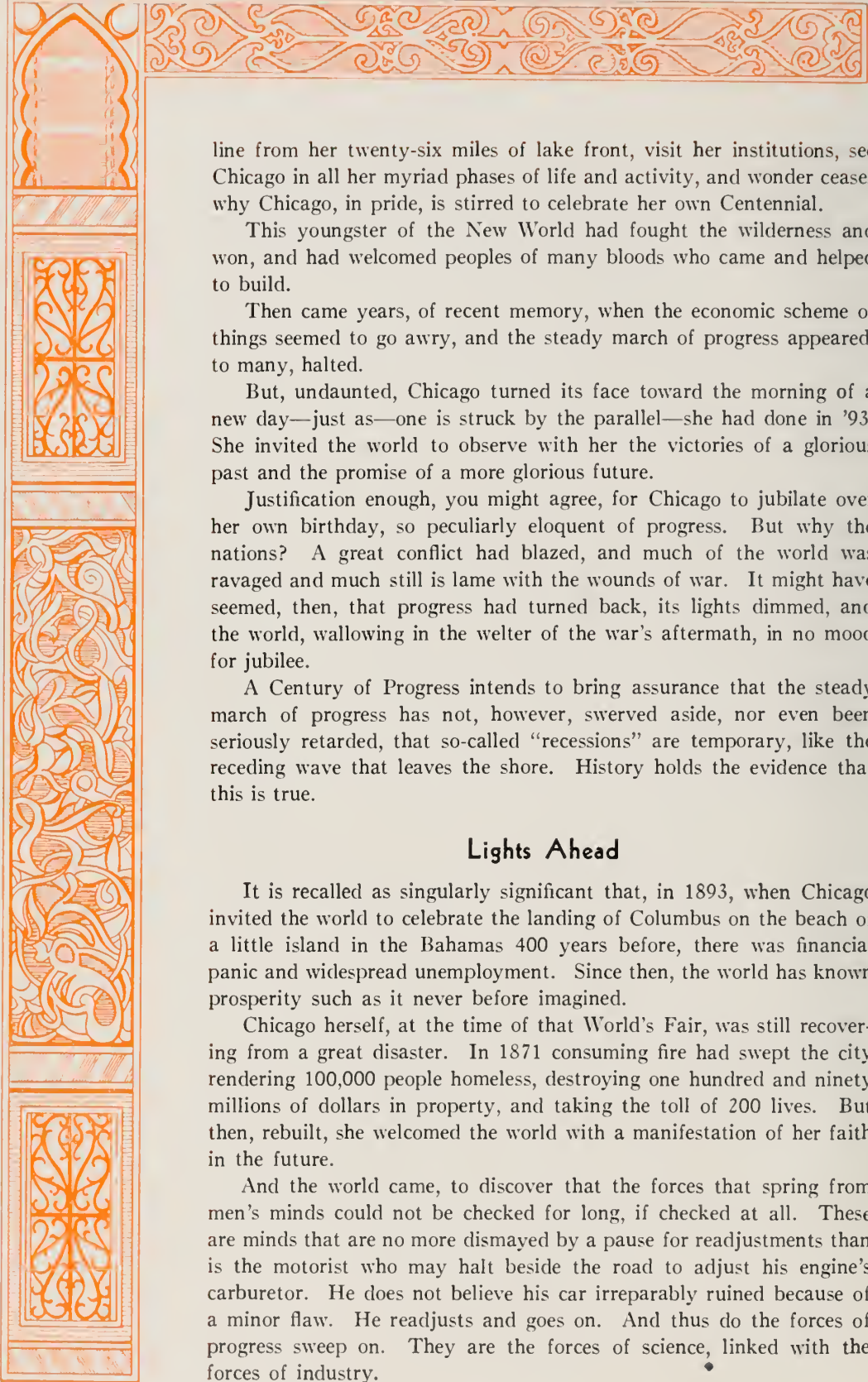
It well stirs the most sluggish of imaginations to contemplate the fact that Chicago, born in the marshes, and actually raised, some years later, by human energy and skill some 12 or 14 feet out of the mud for a healthful and more solid site, now is the commercial and the cultural capital of a domain of more than 40,000,000 people, residing within a night's ride of the city—a population greater than that of Great Britain or France, equal to Germany's.

Chicago stands high in world notice as a medical center. It is the home of six famous libraries. Its Art Institute, which, by the way, located in the Grant Park area north of the Fair grounds, is one of two permanent institutions included in A Century of Progress proper, is visited by more than a million people annually. The Field Museum, which stands, a \$6,000,000 marble structure, at the right of the Fair grounds' north entrance, is rated as one of the world's finest museums of anthropology and ethnology. The Shedd Aquarium, within a stone's throw of the North entrance, houses a permanent exposition of marine life second to none in the world. Chicago has a \$20,000,000 home of grand opera. Her Symphony Orchestra, founded by Theodore Thomas, is considered one of the finest. Her Museum of Science and Industry, established by the late Julius Rosenwald, in a reconstruction of one of the buildings of the World's Fair of '93, in Jackson Park, ranks with the world's great museums. The Adler Planetarium and Astronomical Museum, also included as a part of the exposition, is the only one of its kind in America, and only one other in the entire world has its equal in equipment. Chicago is a center of education for the Middle West, a city of many great colleges and universities, enrolling 40,000 students; she has some 40 high schools and junior high schools, and more than 300 grade schools.

One thousand two hundred houses of worship pierce her skies with spires—more churches and missions than in any of thirteen of the states—and she is one of the country's great religious centers and supports a hundred or more supervised social centers. She has 6,000 acres given to parks and supervised places of play and 35,000 acres of picnic and playgrounds, as forest preserves outside the city limits.

So Chicago Celebrates

The foregoing tells scantily a few of the things that cause men to call Chicago great. Ride over her boulevards, view her serrated sky-



line from her twenty-six miles of lake front, visit her institutions, see Chicago in all her myriad phases of life and activity, and wonder ceases why Chicago, in pride, is stirred to celebrate her own Centennial.

This youngster of the New World had fought the wilderness and won, and had welcomed peoples of many bloods who came and helped to build.

Then came years, of recent memory, when the economic scheme of things seemed to go awry, and the steady march of progress appeared, to many, halted.

But, undaunted, Chicago turned its face toward the morning of a new day—just as—one is struck by the parallel—she had done in '93. She invited the world to observe with her the victories of a glorious past and the promise of a more glorious future.

Justification enough, you might agree, for Chicago to jubilate over her own birthday, so peculiarly eloquent of progress. But why the nations? A great conflict had blazed, and much of the world was ravaged and much still is lame with the wounds of war. It might have seemed, then, that progress had turned back, its lights dimmed, and the world, wallowing in the welter of the war's aftermath, in no mood for jubilee.

A Century of Progress intends to bring assurance that the steady march of progress has not, however, swerved aside, nor even been seriously retarded, that so-called "recessions" are temporary, like the receding wave that leaves the shore. History holds the evidence that this is true.

Lights Ahead

It is recalled as singularly significant that, in 1893, when Chicago invited the world to celebrate the landing of Columbus on the beach of a little island in the Bahamas 400 years before, there was financial panic and widespread unemployment. Since then, the world has known prosperity such as it never before imagined.

Chicago herself, at the time of that World's Fair, was still recovering from a great disaster. In 1871 consuming fire had swept the city rendering 100,000 people homeless, destroying one hundred and ninety millions of dollars in property, and taking the toll of 200 lives. But then, rebuilt, she welcomed the world with a manifestation of her faith in the future.

And the world came, to discover that the forces that spring from men's minds could not be checked for long, if checked at all. These are minds that are no more dismayed by a pause for readjustments than is the motorist who may halt beside the road to adjust his engine's carburetor. He does not believe his car irreparably ruined because of a minor flaw. He readjusts and goes on. And thus do the forces of progress sweep on. They are the forces of science, linked with the forces of industry. ♦



Theme of Fair Is Science

As two partners might clasp hands, Chicago's growth and the growth of science and industry have been united during this most amazing century. Chicago's corporate birth as a village, and the dawn of an unprecedented era of discovery, invention, and development of things to effect the comfort, convenience, and welfare of mankind, are strikingly associated.

Chicago, therefore, asked the world to join her in celebrating a century of the growth of science, and the dependence of industry on scientific research.

An epic theme! You grasp its stupendous stature only when you stop to contemplate the wonders which this century has wrought.

Science Finds—Industry Applies—Man Conforms

Science discovers, genius invents, industry applies, and man adapts himself to, or is molded by, new things. Science, patient and painstaking, digs into the ground, reaches up to the stars, takes from the water and the air, and industry accepts its findings, then fashions and weaves, and fabricates and manipulates them to the uses of man. Man uses, and it affects his environment, changes his whole habit of thought and of living. Individuals, groups, entire races of men fall into step with the slow or swift movement of the march of science and industry.

There, in epitome, you have a story that A Century of Progress tells you, not in static, lifeless exhibits, but in living, moving demonstrations of beauty and color. Science, to many of us, has been only a symbol of something mysterious, difficult, intricate, removed from man's accustomed ways. So few of us realize that in virtually everything that we do we enjoy a gift of science. A Century of Progress undertakes to clothe science with its true garb of practical reality and to tell its story of humanly significant achievement so that even he who runs may read.

Exhibits of Action and Life

Other great expositions have shown, most often in settings of splendor, the achievements of man as exemplified in the finished products of general use; of dwellings and clothes; of packaged and labeled foods and other commodities; and of the machines and tools and instruments with which they were made—parade of products and devices displayed for ribbons and prizes.

But when the plans were in the making for the exposition of 1933, the thought came that Chicago's Centennial celebration should be used to help the American people to understand themselves, and to make clear to the coming generation the forces which have built this nation.

One night, President Rufus C. Dawes sat at dinner with Professor Michael Idvosky Pupin, noted American scientist and inventor, and he

suggested to the scientist his belief that the best way to express the foregoing thought was by a demonstration of the natural forces, and their effect upon the habits and the lives, and circumstances of mankind. The scientist agreed, and from the conference was born the theme



Rufus C. Dawes
President, A Century of Progress

of A Century of Progress, and its mighty array of exhibits that disclose the nature of the fundamental scientific discoveries, and the methods by which they were made, and how they have been applied to the practical needs of men.

President Dawes proceeded to carry out the idea by an appeal to the National Research Council at Washington to devise a plan of exhibits by which the story of the sciences could be told in its entirety, and yet swiftly and with a simplicity of detail that would make it clear and absorbingly interesting to everyone. The Council appointed an advisory committee to the Exposition of over 400 of the country's foremost scientists and business men who gave freely of their time and thought to

suggest the specific form exhibits should take.

The result is that A Century of Progress is not merely an exhibit of the products of industry. Exhibitors willingly have subordinated their showing of finished products to a dynamic presentation of actual processes. They are telling a cooperative story of the ways that they utilize the discoveries of the basic sciences, a story remarkably devoid of advertising, without immediate profit in view, in complete sequence, of every phase of science. Here is innovation, perhaps a sign of a new order of things—industry joining hands to show the world the fundamentals of their craftsmanship, in a spirit of fellowship, and spending fortunes to do it.

So you see *how* these basic sciences—physics, chemistry, biology, geology, mathematics, astronomy—have made it all possible. You catch dazzling flashes of what the future may hold.

And the story is made complete, its sequence a running narrative, by the exhibits of social science, which show you how Man has come up from the caves of half a hundred thousand years ago, adapting himself to, being molded by, his environments, responding to each new thing discovered and developed. You see man's march upward to the present day, where, in a home of 1933, he uses and enjoys all the multitudinous benefits with which science and industry have endowed him.


Going Back a Century

Before you enter the Fair, it may serve to prepare your mind to keener appreciation of what our progress has been, if you simply shut your eyes and imagine yourself, for a moment, transported back a hundred years.

Now you are traveling as man had traveled before you for thousands of years, in a vehicle dragged by animals, for—in 1833—it has been only three years since America's first locomotive, prophetically named "Best Friend," chugged out of Charleston, S. C., over a few miles of track to Hamburg in the same state. So the "steam cars" are as yet only a fearsome experiment. You live roughly, in your own tiny, lonely world, bound in by forest or houseless prairies or towering mountains. No means of quick communication have been contrived to overcome natural barriers or to break, for months at a time, the solitude. You wear crude dress, ill fashioned, for it is still the era when clothing chiefly is made by the women of the household—it is 13 years before the invention of the sewing machine that permitted the making of clothes in volume. You eat foods that must be indigenous to the territory in which you live, for the preservation and protection of foods has not yet been developed. You read slowly and perhaps painfully by tallow candle light, for electricity has not come to work its wonders, even the kerosene lamp is in the future. You fall ill, and primitive remedies are administered, or the crude knowledge of a restricted man of medicine is sought. You live in fear and danger of epidemics which sweep the community unchecked time and time again and take their deadly toll. Not even antiseptics for combating infection have come, and will not until 1867. Life is cruel and harsh.



The Hall of Science at Night



Returning to the Present

Come back to 1933. You hurtle through the air over mountains and plains on motored wings, or speed along the ground in luxurious trains, or over smooth highways in motor-powered cars. You live in a home made of materials created by the genius of man anticipating the vanishing of forests. Electricity is your servant to give you light and do your work. You whisper and your words wing their way across the seas to be heard by listening ears. You read of an event happening a few hours before, thousands of miles away, and you see it pictured in the same newspaper. You dine on foods in their original freshness and flavor, but grown leagues distant, and choose your foods by the scales and charts of science for health and strength, and eat them in safety because science has protected them. You choose clothing of infinite variety of fabrics and patterns. You sit and watch the living likenesses of actors move about in their previously-enacted roles and you hear them speak. You turn a dial and take music and speeches from out of the ether. You fall ill, and medical science performs miracles with the new knowledge and new devices and instruments. Life in a hundred years, in all its phases and in multitudinous ways is more enjoyable, and health safer a thousand times, than it ever has been since the world began.

The Future

Thus you conjure up the intimate picture, that with most of us has become so commonplace, of what science and industry have done for us in the common, everyday activities of life. And perhaps are moved to ask, "What does the future hold?"

Let's go back only 40 years, when Chicago's other World's Fair was held. That Fair, historians say, awoke a nation of 65,000,000 people from a lethargic material-mindedness and turned its thought eagerly to cultural and spiritual striving. Its beautiful buildings were on classical lines. Within one ornate structure crowds milled and marveled, and whispered in awe. It contained exhibits that to some were a prophecy beyond the mind's conception; to others, perhaps, merely an amazing new kind of "trick" of doubtful value or practical promise.

"The Fair," wrote an observer, "considered as an electrical exposition only, would be well worth the attention of the world." An electrical engineer is quoted as saying, "You have everything here that was undreamed of 25 years ago. You have here the culmination of invention and science. You see here the acme of modern progress. It is worthwhile to note this carefully, because if we should have another exhibit twenty-five years from now, the probability is that not one of the things which seem so wonderful, will then be valued. They will have been superseded by inventions so much more useful, that it is barely within the compass of any man's mind to conceive of what the future has in store for us."



Almost at Once It Happened

In less than three years thereafter three great discoveries were given to the world that completely revolutionized the whole of science!

Two years after the World's Columbian Exposition in 1893, Wilhelm Konrad Roentgen in Germany discovered X-Rays. A year later Antoine Henry Becquerel in France found the radioactivity of uranium, and paved the way for the discovery of radium. The next year, Joseph John Thompson in England discovered electrons by studying the nature of rays produced by electrical discharges in vacuum tubes.

So familiar to us all are the commoner uses of the X-ray, and of radium, and of the vacuum tube used in our radios, that it requires no scientific or technical knowledge to instantly grasp the applied importance of those discoveries. But in theoretical science—in the laboratory of the research worker—the implications of these discoveries were epoch-making. Since they were made, science has gone faster along the road toward the steady conquest of the invisible forces that rule the universe. It has succeeded in putting many new and basic devices into harness for mankind.

So fast has been that progress, in fact, that today, as you look upon the wonders of science, you wonder whether tomorrow may not hold achievements that will again completely revolutionize our methods of living.

You will see also at the Fair countless exhibits showing where science spans the gap between laboratory and factory. Among the dynamic displays, for example, you will observe the complete process of obtaining gasoline, its distillation, cracking, refining. At the same time you will see the results of the latest research into cosmic rays that may prove—science itself will not say with certainty—the source of new energy that can be taken from space. You will see, too, how sound is carried on a beam of light. Will this, in the near future, become a new means of communication? You can be the judge.



A Brief History Of A Century of Progress

The idea of a giant celebration by Chicago on its centennial was urgently supported by Myron E. Adams before Mayor William E. Dever, who, on August 17, 1923, having been duly authorized by the City Council, appointed a committee of citizens to lay the foundations for the celebration. The chairman of this committee was Edwin N. Hurley, who gathered much valuable information, considered various plans, and had prepared a report of the greatest value to its successors.

Upon the election of William Hale Thompson, Mr. Hurley, on behalf of this committee submitted this report of its activities and recommendations, and at the same time submitted the resignations of the committee's members. These resignations were accepted and the matter was, for the time being, dropped.

Late in 1927, a small group of citizens headed by Charles S. Peterson, then City Treasurer, urged upon Mayor Thompson the reconsideration of the project, submitting to him convincing evidence of a great popular interest and support. Accordingly, after appropriate action by the City Council, Mayor Thompson called a public meeting of citizens to consider the proposal of having an international exposition to celebrate Chicago's hundredth birthday.

At this meeting held December 13, 1927, it was determined that the exposition should be announced and a corporation, not for profit, organized for the purpose of preparing for it. The first officers of this association to be elected were: President, Rufus C. Dawes; Vice-President, Charles S. Peterson; Secretary, D. H. Burnham; Treasurer, George Woodruff; Comptroller, Arthur Andersen.

Things started to hum. Here was a job that called for men and women of vision, of civic spirit, of self-sacrificing mold, and the field must be canvassed and the workers chosen. The list of those men and women who have given so freely of their time, loyalty, and resources, has increased in number as the Exposition grew, while the project itself has been singularly free from inharmonious bickerings within and popular attacks from without.

The Fair Gets Under Way

On the fifth day of January, 1928, A Century of Progress was organized as an Illinois corporation, not for pecuniary profit, having as its charter purpose, "the holding of a World's Fair in Chicago in the year 1933." The original name of the corporation, "Chicago Second



Avenue of Flags





World's Fair Centennial Celebration," was changed only July 9, 1929, to "A Century of Progress."

No profit can, under any circumstances, accrue to members of the World's Fair Association. If any funds remain after payment of the outstanding bonds, they are to be given to existing organizations whose spirit and work are consonant with the basic theme of A Century of Progress.

The international character of the Exposition is indicated by the fact that on February 5, 1929, a joint resolution of Congress was approved authorizing the President, on assurance that five million dollars had been raised by the Corporation, to invite the nations of the world to participate in the Exposition. This assurance having been given to the President the invitation was sent through our diplomatic officers to all nations on January 10, 1930.

An enabling act of the Illinois legislature permitted the Exposition to be held on new-made state park land lying along Lake Michigan, opposite the heart of the city. In carrying out the aims of this Act, A Century of Progress has had the continuous and unwavering support of the South Park Commission, under whose jurisdiction this land lies. The Commissioners are Edward J. Kelly, Chairman, now Mayor of Chicago; Benjamin F. Lindheimer, Michael L. Igoe and Philip S. Graver.

Without Cost to the Taxpayer

In financing—as in creating, as in color, as in architecture—A Century of Progress has planned boldly, executed audaciously and looked always into the future. That is the theme of the Fair—*achievement*, and its *promise*. It breathes of the spirit which has made Chicago, and which summons the World to partake of new hope and encouragement.

Here in the making, through years of financial crisis, was a several million dollar public enterprise going forward steadily, step by step, along lines not experienced in the history of our national expositions. In these days when articulate protest of peoples of the world has risen against further taxation, A Century of Progress was completed without one cent of taxation being imposed upon an already heavily burdened citizenry. No Federal government, state, county or city subsidy was asked for, or received.

Other world expositions have greatly depended upon subsidies. Such moneys have constituted the major part of their funds. The World's Fair in Chicago in 1893 received \$5,000,000 from the City of Chicago, \$2,446,680.43 from the Federal government. The Louisiana Purchase Exposition in St. Louis in 1904 received \$5,000,000 from the City of St. Louis and \$5,000,000 from the Federal government, and a loan from the Federal government of \$4,600,000. The Panama Pacific Exposition, held in San Francisco in 1915, received from the City of San Francisco the sum of \$5,000,000, from the State of California, \$4,900,000, and from various counties of the state \$556,341. The Federal government did not, however, contribute.

Early needs were met from the fees of founder and sustaining members of the corporation—\$1,000 each for the former and \$50.00 each for the latter.

The citizens of Chicago, as an expression of their faith in the enterprise, formed the World's Fair Legion. More than a hundred thousand paid the \$5.00 membership fee, the total of which was set aside with a trustee for return to the members if the Fair never opened or to purchase them admission tickets when it opened.

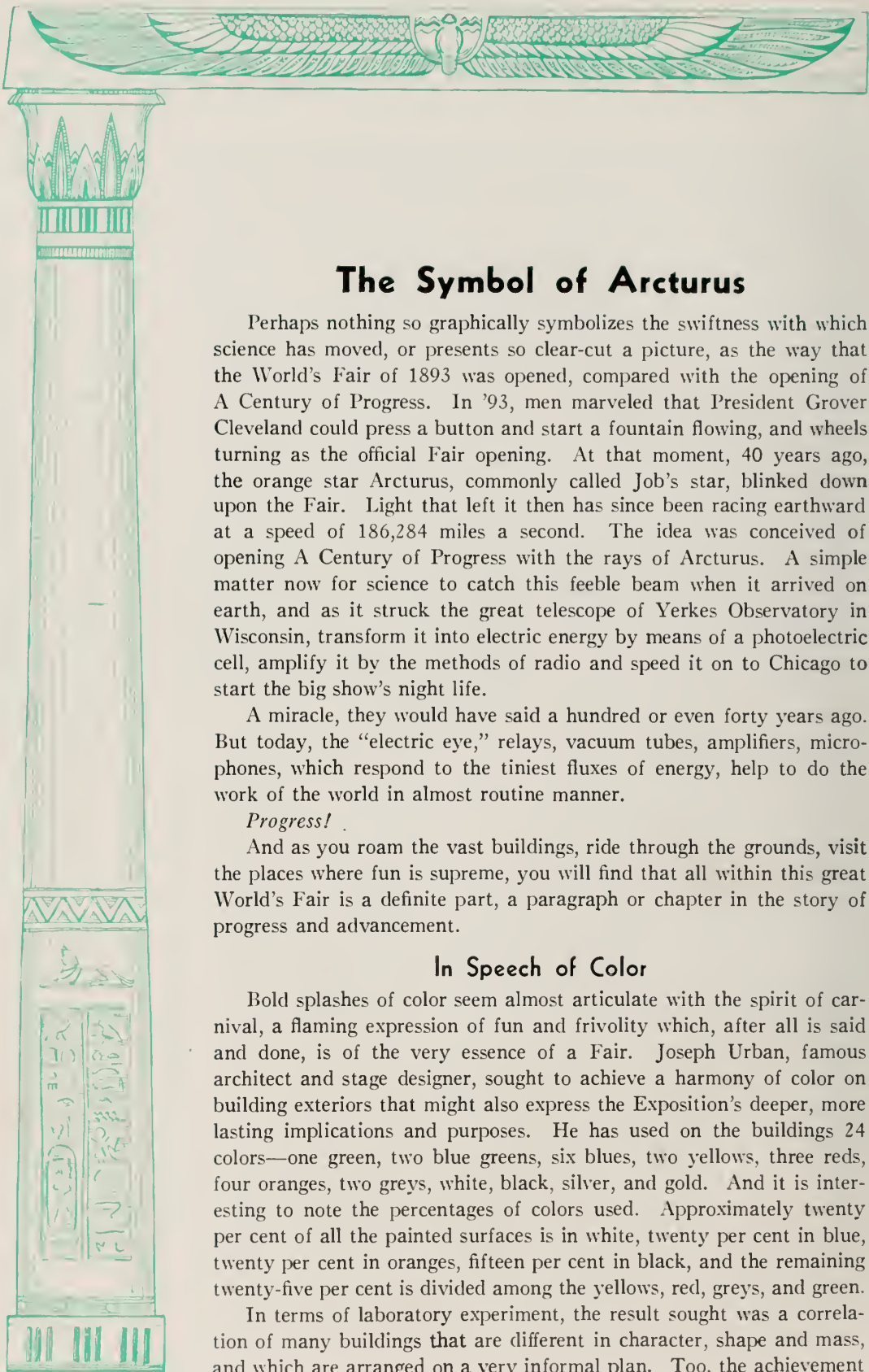
The basis of financing was an issue of gold notes of ten million dollars. These notes are secured by the deposit of forty per cent of the gate receipts in the hands of the trustees and are guaranteed by the endorsement of prominent citizens of Chicago. In a short campaign of three days, while on a flying visit to America from his duties as United States Ambassador to the Court of St. James, General C. G. Dawes secured these guarantees of over \$12,000,000, thus enabling the gold note issue to be made. More than fifty per cent of these notes were sold to the guarantors themselves during the summer of 1929 and in spite of the depression that followed the subscriptions that were made at that time were practically all fulfilled and paid during 1930 and 1931. Subsequently corporations and individuals have taken these notes in payment for services and materials and no sales of these gold notes have been made for any sum at less than par.

Plans were made, the Fair started. No contract was let unless there were means with which to pay for it. Yet work never ceased, more buildings were erected, more exhibits were installed, more features contrived to make A Century of Progress a gorgeous, living spectacle that its participants will remember to their dying days, than were contained in the original schedule.

No buildings were erected on any general theory that, "maybe and perhaps," exhibits would be found that, in rental for space, would pay for them. Fair officials determined that insofar as the Exposition was an expression of Chicago's pride and energy, just that far the citizens themselves should prepare and set the stage; that insofar as the celebration met the needs of industry, just so far would industry present the drama.



**Lenox R. Lohr, General Manager,
A Century of Progress**



The Symbol of Arcturus

Perhaps nothing so graphically symbolizes the swiftness with which science has moved, or presents so clear-cut a picture, as the way that the World's Fair of 1893 was opened, compared with the opening of A Century of Progress. In '93, men marveled that President Grover Cleveland could press a button and start a fountain flowing, and wheels turning as the official Fair opening. At that moment, 40 years ago, the orange star Arcturus, commonly called Job's star, blinked down upon the Fair. Light that left it then has since been racing earthward at a speed of 186,284 miles a second. The idea was conceived of opening A Century of Progress with the rays of Arcturus. A simple matter now for science to catch this feeble beam when it arrived on earth, and as it struck the great telescope of Yerkes Observatory in Wisconsin, transform it into electric energy by means of a photoelectric cell, amplify it by the methods of radio and speed it on to Chicago to start the big show's night life.

A miracle, they would have said a hundred or even forty years ago. But today, the "electric eye," relays, vacuum tubes, amplifiers, microphones, which respond to the tiniest fluxes of energy, help to do the work of the world in almost routine manner.

Progress!

And as you roam the vast buildings, ride through the grounds, visit the places where fun is supreme, you will find that all within this great World's Fair is a definite part, a paragraph or chapter in the story of progress and advancement.

In Speech of Color

Bold splashes of color seem almost articulate with the spirit of carnival, a flaming expression of fun and frivolity which, after all is said and done, is of the very essence of a Fair. Joseph Urban, famous architect and stage designer, sought to achieve a harmony of color on building exteriors that might also express the Exposition's deeper, more lasting implications and purposes. He has used on the buildings 24 colors—one green, two blue greens, six blues, two yellows, three reds, four oranges, two greys, white, black, silver, and gold. And it is interesting to note the percentages of colors used. Approximately twenty per cent of all the painted surfaces is in white, twenty per cent in blue, twenty per cent in oranges, fifteen per cent in black, and the remaining twenty-five per cent is divided among the yellows, red, greys, and green.

In terms of laboratory experiment, the result sought was a correlation of many buildings that are different in character, shape and mass, and which are arranged on a very informal plan. Too, the achievement



Throngs Fill the Court of Honor, Hall of Science



The North Entrance to the Hall of Science

and which are arranged on a very informal plan, with an achievement of brightness and life for materials that of themselves are not beautiful. Were one to pose as a prophet, he might well say that here is suggestion of a future American color harmony, distinctive, bold, that could change neutral sections of cities and towns, bring cheer and liveliness to workers in factories, perhaps revolutionize in time the conception of color effects in homes. At any rate, here, color is decorative in a practical way, a conception planned to fit the architectural scheme of utilitarian modernity, and to play its part in a joyous festival.

Style of Buildings

Consider the architecture of the buildings. Wonder, perhaps, that in most of them there are no windows. Note curiously that these structures are for the most part unbroken planes and surfaces of asbestos and gypsum board and plywoods and other such materials on light steel frames, rather than a parade of sculptured ornamentation.

"It would be incongruous to house exhibits showing man's progress in the past century in a Greek temple of the age of Pericles, or a Roman villa of the time of Hadrian," said members of the architectural commission of the Exposition, all of whom are graduates of the *École de Beaux Arts*, home of the classical school. "We are trying to show the world not what has happened in the past, because that has already been effectively done, but what is being done in the present, and what may happen in the future."

Modern Planning

A Century of Progress considered two things in planning the types of building construction you see here. First, here was a city to be built staunchly for 150 days of life, not for the 30 years that is the anticipated life of a modern building. Why, then, build for three decades, which would be in direct contradiction to the new science of



business that decries waste and extravagance, when the genius of man has provided factory-made parts, wall materials pre-fabricated in shops, steel frames and clips and screws for quick assembly, and new compositions, all to permit the building of staunch structures, which yet can be quickly razed, and the materials salvaged? And why, architects now ask themselves, should Greek pillars be used when they no longer are needed, as the Greeks used them, to be actual supports, or fanciful ornamentations or projections be clapped onto surfaces when the practical reasons which caused their use originally no longer exist?

Second, in construction as well as in architecture, it was intended that here should be a huge experimental laboratory, in which home builders and manufacturers can study, and from which they might borrow for their buildings of the future. Windowless, these buildings assure, by virtue of the advancement in the science of interior lighting, that on no day of the Fair, no matter how dark and gloomy, can visitors be deprived of the full measure of beauty in interiors and exhibits. At the same time, they may point the way for many new departures in economical construction. They exemplify, too, the advancement which has been made in healthful, controlled, filtered ventilation. Architects and exhibitors have constant control over both light and ventilation regardless of the kind or time of day.

The Fair's First Experiment

The Administration building, headquarters of the Exposition, can be said to strike the keynote of the entire architectural plan. Ultra-modern in design, it was here that far-reaching experiments were made in unusual lighting and color effects, and in choice of construction plans and materials.

The Administration building stands to the left after you enter the North Entrance, an E-shaped structure clothed in ultra-marine blue,



Administration Building—East Front





Administration Building—West Front



and yellow, with an entrance of silver, and it occupies an area of 67,000 square feet. The architects were Holabird & Root, and Hubert Burnham, and Edward H. Bennett.

Stand before it, and two heroic figures symbolizing the theme of the Fair — science and industry — greet your eyes, dominating the entrance. These figures were modeled in plaster by Alvin Meyer. Science is symbolized by the wheel of the zodiac at its base, and industry, by wheels and gears.

Enter the main entrance hall. Here is a vast room, containing the world's largest photo-mural, a view of the Exposition.

A broad door opposite the entrance gives access to a corridor connecting the wings of the building and a wide stairway leading up to the foyer of the trustee's room. The trustee's room is famous for its modern simplicity. A high window at one end of the room commands a view of the Lagoon, Northerly island and Lake Michigan. Doors open out onto balconies on three sides of the room. On each side of a wide purple band, the ceiling and the walls are covered with flexwood, a veneer made from Australian lacewood mounted on cloth and applied like wall paper. The mural decorations are of imported inlaid veneers in the original colors of the various woods used.

A long, wedge-shaped table, unique and utilitarian, occupies the center of the room. Its tapering design enables each guest easily to see all others at the table.

The portions of the E-shaped building devoted to offices and work-rooms are arranged for the most efficient utilization of light and ventilation. The building is an experiment indicating possible trends in office and factory construction. Its low cost per cubic foot, the high salvage value of its materials, and its easy adaptation to everyday work, offering an army of employees few steps to climb with no need for elevators, and giving the various offices convenient access to one another, suggest many possibilities for similar structures in the future. The roof insulation is of processed cornstalks. Asbestos cement board covers the outside walls. The inner sheathing is of plaster board. Into the two and three-quarter-inch space between the outer and inner walls, an insulating material of asphalt and wood was shot by pneumatic guns. The insulation provided by these materials is said to be equal to a 13-inch brick wall. These materials lend themselves to mass production, therefore, greater economy, and this, together with the ease of construction cut usual building costs to less than half!

In Marvels of Lighting

Should you gasp with amazement as, with the coming of night, millions of lights flash skyward a symphony of illumination, reflect again that it is *progress* speaking with exultant voice of up-to-the-second advancement.

Nobody knows how many thousands of years ago, this spot that now blazes with light, was a part of vast stretches of ice. Glaciers

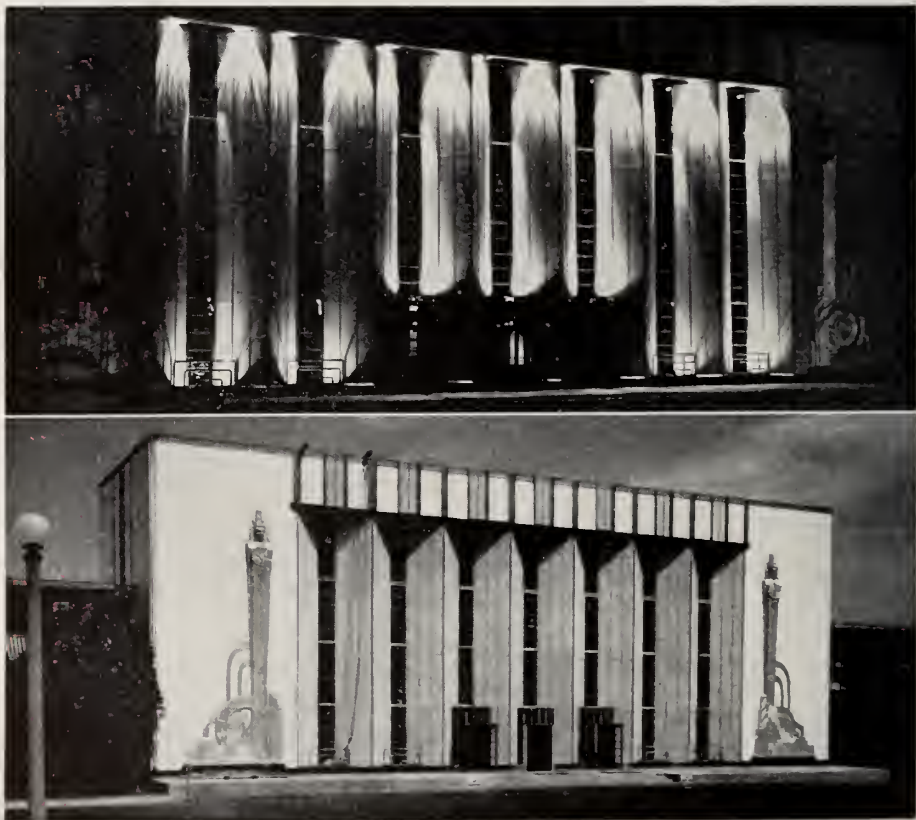


moved sluggishly against the cold sky, and sun and moon and stars were the only illumination. Centuries rolled by and man discovered fire and used it to warm his wigwams, caves, and huts. Oils from animals came into use for lighting, then came kerosene; today we have electricity.

And science has achieved a brilliance and skill of electric lighting which, as exemplified in the buildings of the Fair, render windows and skylights no longer a necessity in buildings; athletic fields can at night be made as bright as day for all manner of sports; and industries profit by billions through speeded-up production, and in safety, and savings in materials that once were spoiled because of insufficient light to permit workers to see clearly. In schools and homes and factories and offices advances in methods of lighting protect and preserve the human sight, and light hygiene, ray therapy and food irradiation bring renewed health and vigor to people everywhere.

The Miracle of Light

A Century of Progress portrays vividly the story of Light in manifold ways. World science waits breathlessly the third exploration of the



Administration Building by Night and by Day

stratosphere by Professor Auguste Piccard and his brother Jean. They will soar 10 miles or more above the earth in a metal gondola similar to one on display in the Hall of Science. Who knows that they will not capture some cosmic rays which will further advance the knowledge of men. They believe it possible. Crowds can study, with Professor William Beebe, whose bathysphere is on display, and in which he descended 2,200 feet into the sea, the light that illumines the myriad life of ocean beds. They can study infra-red, ultra-violet and various other energy rays, and perhaps catch that sense of eager expectancy with which Science waits, likely upon the threshold of a new era of miracles.

It is with like feeling that illuminating engineers say they look forward to illuminant development following this Exposition. "Expositions always have been milestones in lighting progress."



The Hall of Science Tower by Night

The chairman of the committee of Westinghouse and General Electric, engineers that designed a part of the lighting plans of the Fair, says: "The Exposition of 1933 not only will recall the advances during the last 100 years, but will give us glimpses of new developments and refinements that will be commonplace in a few years."

Within the buildings are borrowings from the future in inverted lighting, shaded arrangements, color effects, and without, a fairy-land of lighting effect on greater scale and in more numerous arrangements than the world has ever seen. Back in 1893, the World's Fair was illuminated with 93,000 incandescent lights, supplemented

by 5,000 arc lights, in horse power representing three times the total electric horse power then used in the entire city of Chicago. Many thousands of visitors had never seen an incandescent light. The incandescent bulb then was faint in glow, and men knew little how to use it, yet varied



The Hall of Science Tower by Day

arrangements and effects were achieved that caused comment throughout the civilized world, and are credited with having been responsible for immediately beginning an era of illuminating progress. Two years after the Fair, the study of light and its practical application was placed on a scientific basis, instruments were designed to measure the intensity, quality and distribution of the light flux, and the physical characteristics of the light sources themselves for the first time studied.

Today, A Century of Progress is lighted also by incandescent bulbs, 15,000 of them for exterior illumination, and it is not even possible to guess the number within the Exposition buildings and concessions. They range from 10-watt to 3,000-watt power, creating a brilliancy of light that, compared with what was possible in '93 is as the sun to



A Century of Progress at Night



evening's twilight. Arc lights, too, are used, vastly improved over those of 40 years ago. One battery of arc lights alone, 24 powerful search lights at the South end of the Fair grounds, has a light output of 1,920,000,000 candle power!

It is anticipated that the total current consumption for the period of the Fair will reach 18 million kilowatt-hours.

Scientifically controlled clear light predominates for the outdoor lighting, its effect on the brilliant color of the buildings achieving its beauty, while colored lighting is used for special displays, fountains and simulations of cascading water falls, or brilliant skies at sunset, or varied interesting patterns that illuminating science now finds possible and profusely indoors.

Colored Light in Tubes

A new kind of illumination has come, and in the Century of Progress it is used in greater profusion than ever the world has seen. When President Dawes of the Exposition threw the switch on June 12, 1932, that first lighted the Hall of Science, the largest amount of gaseous tubes ever used on any one surface sprang to life. As you mingle with the throngs at night, you stand in the greatest flood of colored light that any equal area, or any city of the world, has ever produced.

This color lighting is that of rare-gas tubes. You see it in blue, green, and yellow in countless signs and on billboards in letters and varied designs on your streets at home, in cities and towns and villages. This new light is produced by introducing rare-gas into a tube from which the air has been pumped. The tube is sealed, and a current of electricity is passed through. The color which is thus radiated from the tube is determined by the element the tube contains and by the color of the tube; the red by neon in clear tube, the blue by mercury in a clear tube, yellow by helium in a yellow tube, and green by mercury in a yellow tube. True to the Fair's purpose of presenting achievements, and showing their *how*, you can go to the Electric Building and watch these gaseous tubes being charged, and bent into the shapes required.

From fireless night to the greatest display of light humans have ever seen is the span of progress A Century of Progress depicts for its visitors, and men who remember the feeble light of the coal oil lamp, or who have sat beside the flickering candle flame, may gaze and exclaim that here is illumination at its apex. But science marches on. Here, perhaps, is only a hint of what the future may produce.





The Basic Sciences

We shall suppose that the visitor has acquainted himself, in a general way, with the location of the park in which the Century of Progress Exposition has been built. This is a highly interesting bit of land, a space of four hundred and twenty-four acres, rescued from the lake since the Columbian Exposition of 1893. We shall suppose further that the visitor is entering the grounds at the northern gate, just east of the Field Museum, and that he walks south along that portion of Leif Erikson drive which is now known as the Avenue of Flags. This brings him, in about five or ten minutes, to the Hall of Science, a beautiful structure designed by Paul Cret of Philadelphia.

Here are housed the exhibits which illustrate the things that men are now thinking about in the various branches of learning known as the pure sciences.

Mr. Cret's problem was to build a structure which would lie directly across the Leif Erikson drive and extend down to the edge of the water in the lagoon. This problem he solved by making the northern front a graceful circular arc of high pylons extending a welcome to each approaching visitor. The rest of the building is in the shape of a U with the arms of the U extending to the water's edge and enclosing a court of three acres. The building itself covers an area of more than eight acres; something like 400,000 square feet.

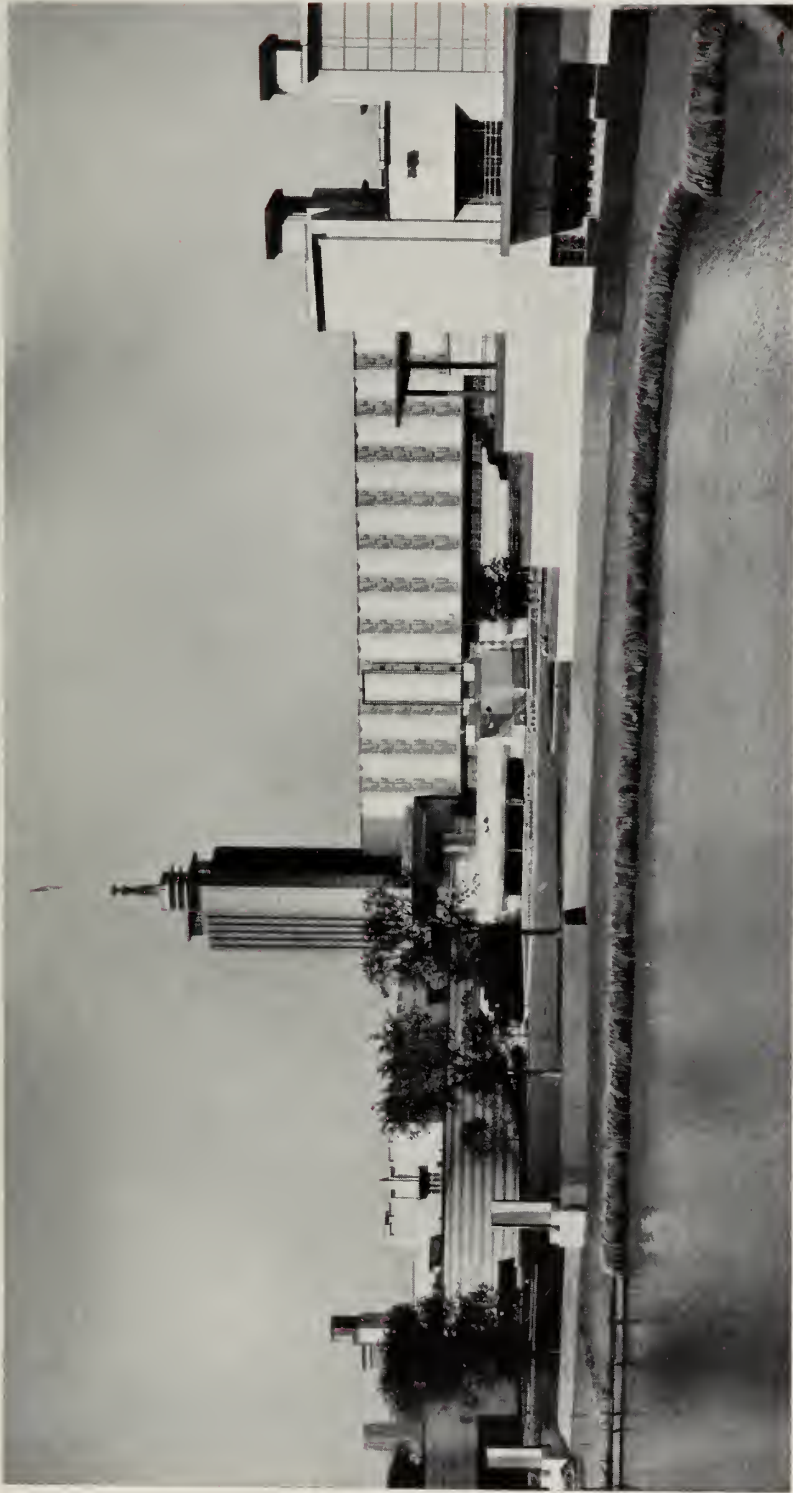
Two floors are used for exhibiting the basic sciences which, for convenience of operation, are grouped under the following seven heads: mathematics, astronomy, physics, chemistry, biology, geology, and medicine.

The ground floor, which is on the same level with the surrounding park, is devoted to medicine and industrial applications of science.

The main floor, which is approached by a gentle ramp from the north, also by a viaduct from the General Exhibits group on the south, is given over entirely to the basic sciences with the exception of medicine and astronomy. Since, however, astronomy is so splendidly represented in the new Adler Planetarium, under the direction of Prof. Philip Fox, the main floor of the Hall of Science is devoted to the remaining six of the basic sciences.

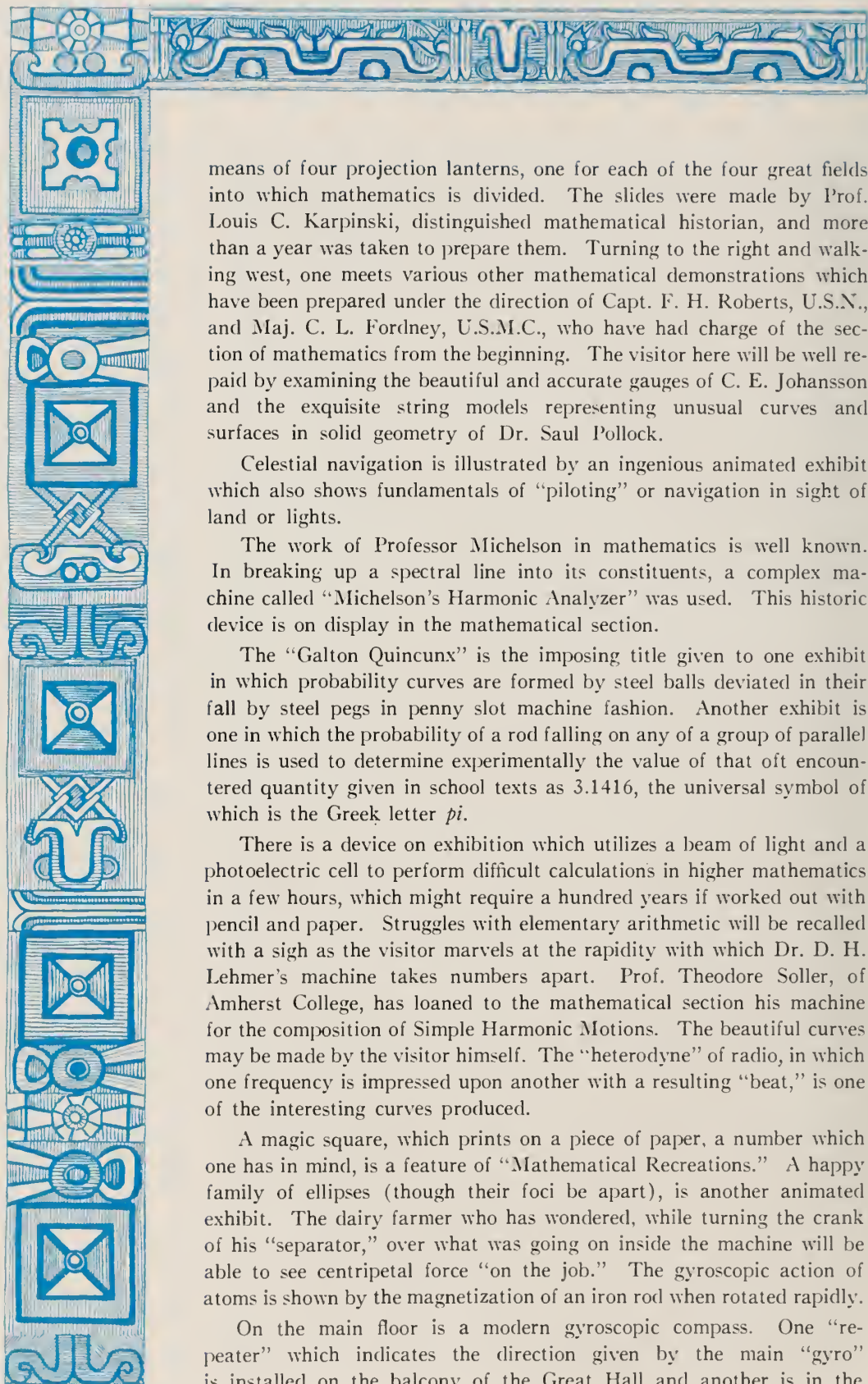
Mathematics, "Queen of the Sciences"

Let us suppose that the visitor enters from the circular terrace, on the north side of the building, through the center of the pylons. He emerges into an octagonal room where he is at once confronted by an illustrated story of mathematics through the ages. The tale is told by



The Court of the Hall of Science





means of four projection lanterns, one for each of the four great fields into which mathematics is divided. The slides were made by Prof. Louis C. Karpinski, distinguished mathematical historian, and more than a year was taken to prepare them. Turning to the right and walking west, one meets various other mathematical demonstrations which have been prepared under the direction of Capt. F. H. Roberts, U.S.N., and Maj. C. L. Fordney, U.S.M.C., who have had charge of the section of mathematics from the beginning. The visitor here will be well repaid by examining the beautiful and accurate gauges of C. E. Johansson and the exquisite string models representing unusual curves and surfaces in solid geometry of Dr. Saul Pollock.

Celestial navigation is illustrated by an ingenious animated exhibit which also shows fundamentals of "piloting" or navigation in sight of land or lights.

The work of Professor Michelson in mathematics is well known. In breaking up a spectral line into its constituents, a complex machine called "Michelson's Harmonic Analyzer" was used. This historic device is on display in the mathematical section.

The "Galton Quincunx" is the imposing title given to one exhibit in which probability curves are formed by steel balls deviated in their fall by steel pegs in penny slot machine fashion. Another exhibit is one in which the probability of a rod falling on any of a group of parallel lines is used to determine experimentally the value of that oft encountered quantity given in school texts as 3.1416, the universal symbol of which is the Greek letter π .

There is a device on exhibition which utilizes a beam of light and a photoelectric cell to perform difficult calculations in higher mathematics in a few hours, which might require a hundred years if worked out with pencil and paper. Struggles with elementary arithmetic will be recalled with a sigh as the visitor marvels at the rapidity with which Dr. D. H. Lehmer's machine takes numbers apart. Prof. Theodore Soller, of Amherst College, has loaned to the mathematical section his machine for the composition of Simple Harmonic Motions. The beautiful curves may be made by the visitor himself. The "heterodyne" of radio, in which one frequency is impressed upon another with a resulting "beat," is one of the interesting curves produced.

A magic square, which prints on a piece of paper, a number which one has in mind, is a feature of "Mathematical Recreations." A happy family of ellipses (though their foci be apart), is another animated exhibit. The dairy farmer who has wondered, while turning the crank of his "separator," over what was going on inside the machine will be able to see centripetal force "on the job." The gyroscopic action of atoms is shown by the magnetization of an iron rod when rotated rapidly.

On the main floor is a modern gyroscopic compass. One "repeater" which indicates the direction given by the main "gyro" is installed on the balcony of the Great Hall and another is in the

mathematical booths. The "control" board with its motor generator is installed on the balcony.

Exhibits showing how correct time is obtained and transmitted, loaned by the U. S. Naval Observatory, may be seen on the balcony. A companion exhibit prepared by the Navy shows the "Developmental History of Radio Communication." One hundred and forty-one years of mathematical development from D'Alembert's equation of wave motion in 1747 to the beginning of the experimental stage by Professor Hertz is portrayed in a way understandable by the layman.

The kingdom of Italy has loaned to the mathematical section a collection of original instruments used by Marconi in his early experiments with "wireless," and illustrations of Da Vinci's famous experiments.

The application of Bernoulli's theorem to aerodynamics is shown by models in a wind tunnel, prepared by the National Advisory Committee on Aeronautics and exhibited on the Balcony of the Great Hall.

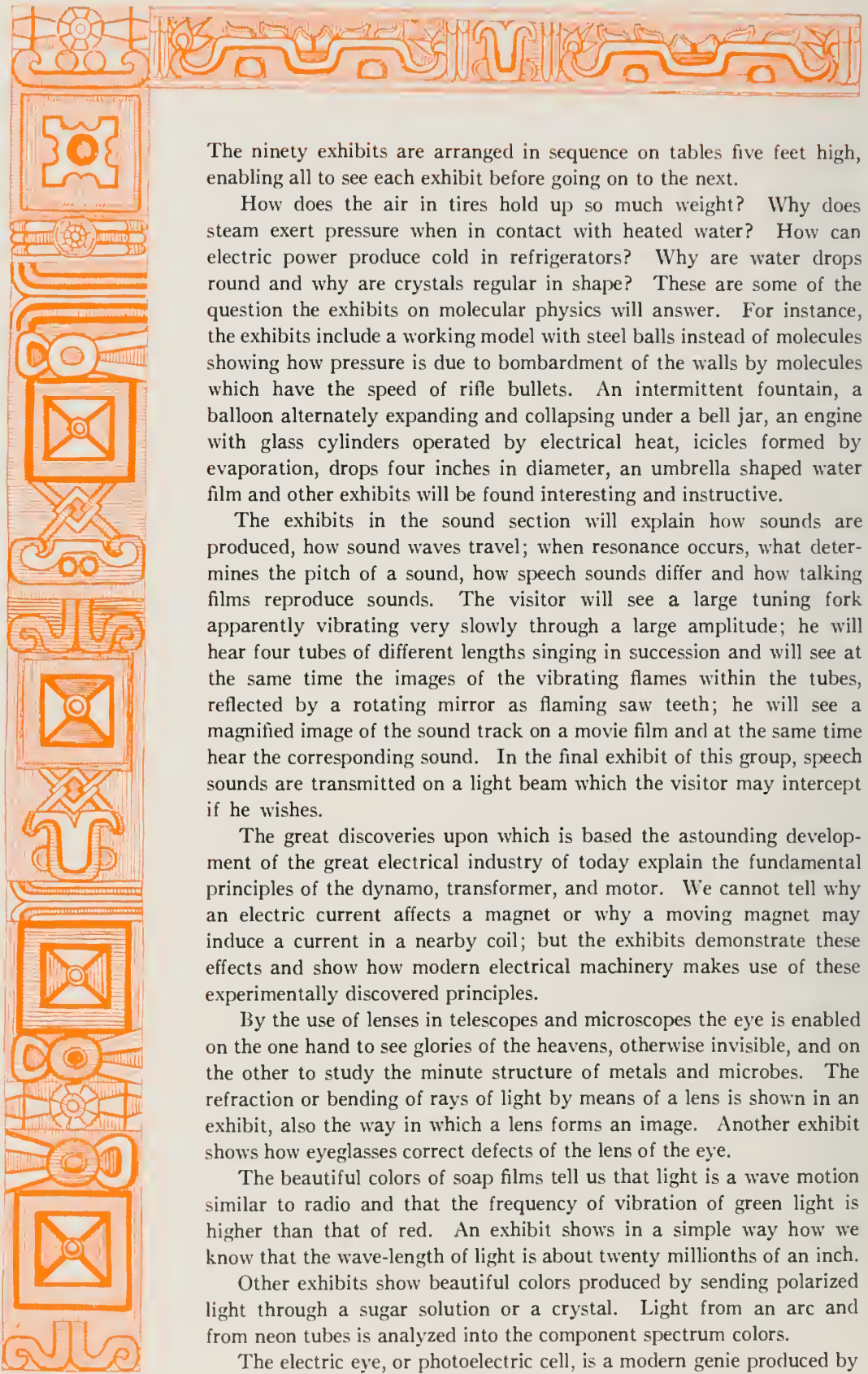
The service to mankind of mathematics, its progress as this service is being performed and its fostering of an appreciation of the view taken by Jacobi, "the ultimate end of mathematics is the greater glory of the human mind," is the mission of the mathematical exhibits of A Century of Progress.

The Story of Physics

Passing toward the west, along the main aisle, one comes to the section on physics, under the direction of Dr. Gordon S. Fulcher who has presented in groups the essential phenomena of modern physics.



The Great Hall of the Hall of Science



The ninety exhibits are arranged in sequence on tables five feet high, enabling all to see each exhibit before going on to the next.

How does the air in tires hold up so much weight? Why does steam exert pressure when in contact with heated water? How can electric power produce cold in refrigerators? Why are water drops round and why are crystals regular in shape? These are some of the questions the exhibits on molecular physics will answer. For instance, the exhibits include a working model with steel balls instead of molecules showing how pressure is due to bombardment of the walls by molecules which have the speed of rifle bullets. An intermittent fountain, a balloon alternately expanding and collapsing under a bell jar, an engine with glass cylinders operated by electrical heat, icicles formed by evaporation, drops four inches in diameter, an umbrella shaped water film and other exhibits will be found interesting and instructive.

The exhibits in the sound section will explain how sounds are produced, how sound waves travel; when resonance occurs, what determines the pitch of a sound, how speech sounds differ and how talking films reproduce sounds. The visitor will see a large tuning fork apparently vibrating very slowly through a large amplitude; he will hear four tubes of different lengths singing in succession and will see at the same time the images of the vibrating flames within the tubes, reflected by a rotating mirror as flaming saw teeth; he will see a magnified image of the sound track on a movie film and at the same time hear the corresponding sound. In the final exhibit of this group, speech sounds are transmitted on a light beam which the visitor may intercept if he wishes.

The great discoveries upon which is based the astounding development of the great electrical industry of today explain the fundamental principles of the dynamo, transformer, and motor. We cannot tell why an electric current affects a magnet or why a moving magnet may induce a current in a nearby coil; but the exhibits demonstrate these effects and show how modern electrical machinery makes use of these experimentally discovered principles.

By the use of lenses in telescopes and microscopes the eye is enabled on the one hand to see glories of the heavens, otherwise invisible, and on the other to study the minute structure of metals and microbes. The refraction or bending of rays of light by means of a lens is shown in an exhibit, also the way in which a lens forms an image. Another exhibit shows how eyeglasses correct defects of the lens of the eye.

The beautiful colors of soap films tell us that light is a wave motion similar to radio and that the frequency of vibration of green light is higher than that of red. An exhibit shows in a simple way how we know that the wave-length of light is about twenty millionths of an inch.

Other exhibits show beautiful colors produced by sending polarized light through a sugar solution or a crystal. Light from an arc and from neon tubes is analyzed into the component spectrum colors.

The electric eye, or photoelectric cell, is a modern genie produced by

scientific research. Exhibits show the fundamental phenomenon and also applications to the reproduction of sound. Without the photo-electric cell, television would be impossible.

The electron and the proton, tiniest of particles, cannot be seen individually, but when given speeds of 100 to 100,000 miles a second they are called cathode, canal, alpha, or beta rays, and produce effects which can be seen. Exhibits show luminous effects due to cathode and canal rays in vacuum tubes, also tracks of single alpha rays from radium, and the properties of x-rays which are produced when cathode rays strike a target. Finally a "hodoscope" will show the paths of individual cosmic rays by means of flashing neon lamps.

Instruments of Exploration

If now, instead of going down the ramp to the floor below, one turns and enters the great room in the Hall of Science his eye is at once caught by two large exhibits on the main axis. One of these is a pair of globes. The lower of the two is the steel sphere in which William Beebe and his companion descended one-half mile below the surface of the ocean; the upper globe is the gondola in which Auguste Piccard ascended into the earth's atmosphere to a distance of more than ten miles.

At the south end of the room is a collection of the building stones of which the earth is composed, that is, the ninety-three chemical elements. Their sources and uses are also shown. Above this display is a 10-foot rotating terrestrial globe representing our planet and showing the chief source of the common chemicals.

The inscriptions on the walls of this large room are worthy of careful study by any one at all interested in any phase of science. Over against the east wall are six pieces of apparatus, each of which sets forth



A Diorama of the late Mesozoic Age. Dioramas—pictures in three dimensions—are used in hundreds of displays at A Century of Progress Exposition. The foreground is modeled in true perspective to blend with a painted background

a distinct and recent achievement in physical or biological science. Each deserves careful observation; for it is not every day that one has an opportunity to make the acquaintance of a gyroscopic compass or to view a model of the Bohr atom at close range.

Chemistry and Its Applications

Along the west wall, under the balcony, is shown the science of chemistry by means of a series of exhibits which are at once fundamental, valuable and interesting. They connect immediately with important industrial applications shown on the floor below.

The three fundamental types of chemical processes are shown—chemical change by combination, by separation, and by exchange. Various methods of producing these chemical changes are also shown.

The application of chemistry to our raw materials is forcefully demonstrated. The development of petroleum from the dirty muck to a clear, white gasoline; the transformation of rubber latex to finished rubber goods; the utilization of air for production of oxygen and rare gases; the change of the undesirable by-product coal-tar to beautiful dyes, medicinals, and plastics; the harnessing of electric power for the production of steel, acetylene, and chromium plating; and even the chemical utilization of our foods in the human body are strikingly portrayed in clear and readily understood manners. These clever demonstrations were designed mainly by Dr. Irving E. Muskat who has been in charge of the chemical section.

Before leaving the great room the visitor will find it well worth while to read the fourteen quotations on the east wall, the nineteen inspiring names on the front of the balcony and the nine groups of scientific achievement inscribed on the west wall.



Dynamic Exhibit Showing Thermite Reaction

The Science of Life

The spectacular exhibit that represents the science of biology in the great central hall is a mechanical representation of a section of a bass-wood twig, seven and one-half feet in diameter. As you stand before it, you see it attain before your eyes, a year's growth in 75 seconds. The demonstration is performed by means of a series of plates and canvasses on a moving model, showing the direction and amount of growth of wood and bast.

If, on leaving the great hall, the visitor strolls toward the east (which here always means toward the lake), he will find before him the whole story of modern biology presented through experimental evidence. This section has been under the guidance of Dr. J. F. W. Pearson.

Moving models of the developed human being show the finished physical machine in its internal action. A life-sized model of a man explains the circulation of the blood, with a magnified heart pumping, showing the action of its valves. A simplified mechanical reproduction of the digestive system will portray the absorption of food elements by the body.

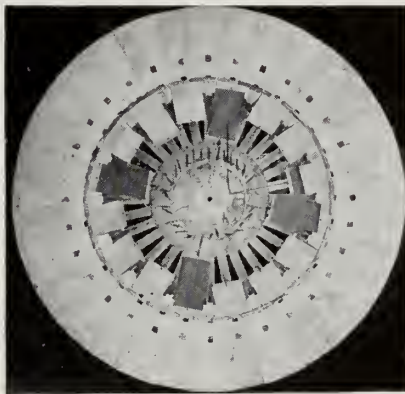
The cell theory of plant and animal-life is illustrated by some exquisite drawings by Mr. Walter A. Weber; while the storage of food in the cells of a corn-plant is shown in a dynamic model which sets forth very clearly just what sunlight does for a plant. In the south wing of the Hall of Science will also be found the rare screen-pictures by Mr. George Rømmert in which he projects for his audience, not a series of lantern slides or films, but those minute forms of actual living animals and plants just as they would be seen by an observer looking through a microscope of very considerable power.

Modern views of inheritance, the evidence for evolution and the physiology of the human frame are presented in a concrete way that demands careful study.


The traveler will now do well to return to the north wing of the building, entering the balcony at its south stairway, observing the mathematical display and the library of one thousand volumes and then descending from the balcony by the northern stairway to the main floor.

Geology and Its Services

He will now find it but a few steps through the octagonal hall, where he entered, to the exhibits of the geological section which has been under the able leadership of Professor Carey Croneis of the University



Mechanism for Artificial "Growing Twig" in Biology Exhibit



of Chicago. Here, in the study of the earth's crust, one discovers how all the other sciences have been pressed into service to diagnose conditions in the interior of the earth, to locate valuable metals, to predict where petroleum will be found, to show, in brief, how all our present landscapes and geography have resulted from erosion by rivers of ice, from deposition by rivers of water, and by shearing and compressional forces still operating over large areas.

The "Clock of the Ages"

The science of geology is epitomized by a giant "Clock of the Ages" which ticks off the two billion years or more of the earth's history on a conventional clock dial. Geological pictures appear on a screen in the center of the clock face, and they are described by a synchronized phonographic record. The visitor also sees operating models demonstrating the formation of mountain ranges, the growth and activities of volcanoes and the eruption of geysers. Further, he is initiated into the mysteries of earthquakes and the ingenious manner in which man has forced them to write their own records. A large group of spectacular displays of similar type, representing earth features such as the Yellowstone Geysers, the Grand Canyon, and the Carlsbad Caverns, are being furnished by the National Parks Service.

The romance of oil is revealed in a great sequence of operating exhibits sponsored by the American Petroleum Industries. These displays cover every phase of oil and gas production. Other exhibits explain man's modern, almost magical, methods of locating the deeply buried raw products which formed the basis for his century of progress.

Science in Industry

Everywhere the visitor turns—here, and throughout the Fair—he finds the application of science's discoveries in industrial benefits for humankind. For example, the visitor sees a real rubber tree brought all the way from Africa, from which the rubber latex seems to flow naturally. He sees the coagulation of rubber with acetic acid, and then its electroplating—a relatively new process carried out by combining the electrically neutral rubber with carbon, so that it can be deposited by an electric current on the linings of chemical receptacles, tanks, and the like. There is shown also the vulcanizing of rubber, and the nature and uses of accelerators, pigments, and anti-oxidents in the processing of various kinds of rubber.

Again, industry shows the actual process by which coal tar is transformed by chemistry into dyes; how perfumes, and medicines, including antiseptics and anodynes, and T. N. T., and other things, are made from the 12 primary substances which coal tar contains.

Thus, the visitor sees the fundamentals of science, and then sees their step-by-step progress to the finished product that contributes so much to his well-being, and comfort, and health.

The Story of Medicine

Descending now to the ground floor, preferably along the easy ramp leading down from the north wing of the main floor, one finds himself

in the midst of the three important branches of medical science, namely medicine, dentistry and pharmacology. Here, too, one finds a science which uses the best there is in each of the other sciences and then some. Dr. E. J. Carey, who has managed the collection and installation of these exhibits, has depended mainly upon the various institutions, such as universities, clinics, and scientific societies. No exhibit in the entire building has more of human interest or is more cosmopolitan in character than these rooms in the north end of the ground floor devoted to the detection, the cure and the prevention of our bodily ills.

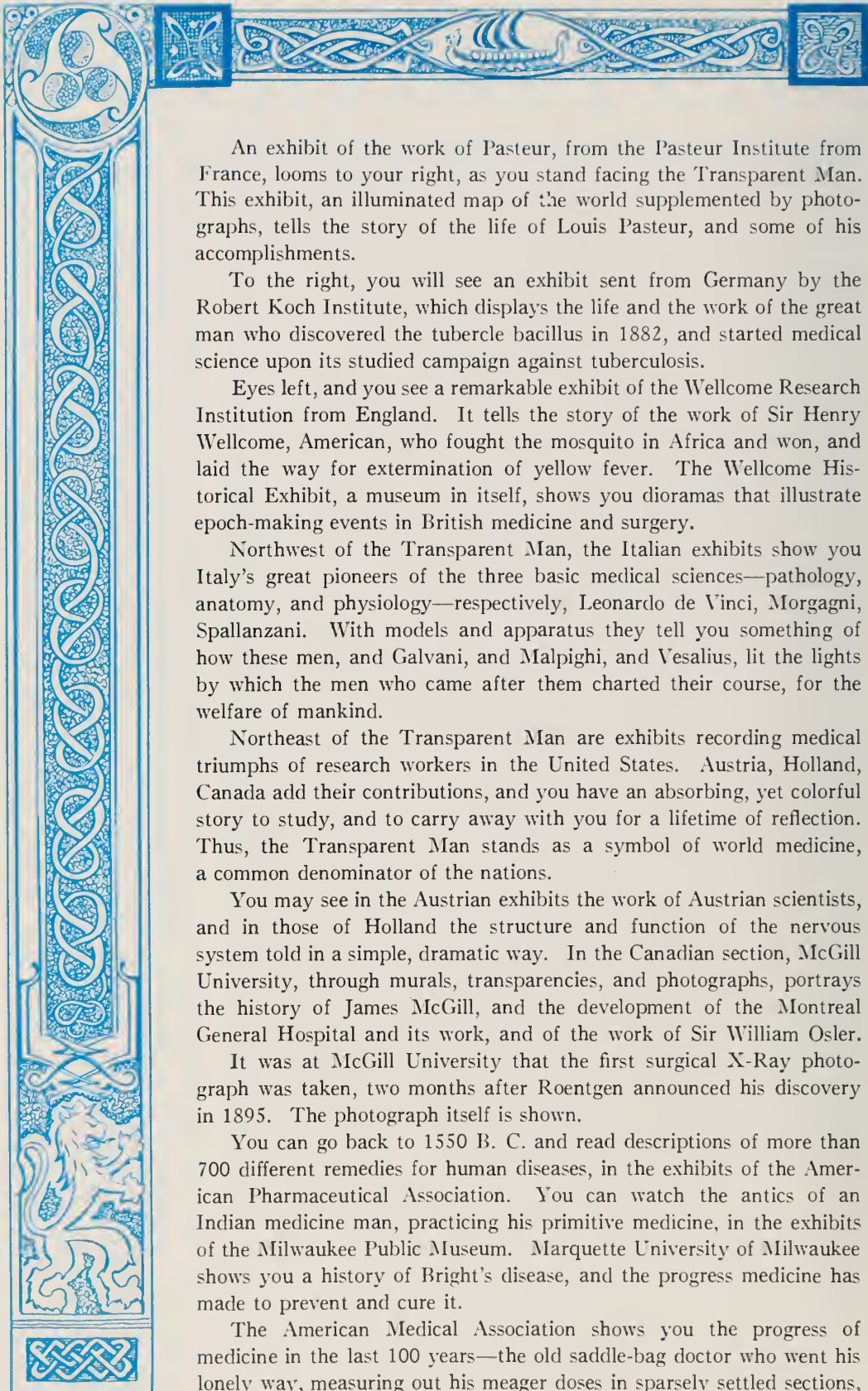
At the east end of the ground floor there stands a giant man. He is six feet tall, and rises from a pedestal three and one-half feet high. He is transparent. As

though you were suddenly endowed with X-Ray eyes you may view the inside of the human body.

This transparent man, composed of cellon, and brought to A Century of Progress from Dresden, Germany, is one of only two in the world, and required 18 months to make. He cost \$10,000. He properly begins the story of the science of medicine in this theater of the sciences.



The Transparent Man



An exhibit of the work of Pasteur, from the Pasteur Institute from France, looms to your right, as you stand facing the Transparent Man. This exhibit, an illuminated map of the world supplemented by photographs, tells the story of the life of Louis Pasteur, and some of his accomplishments.

To the right, you will see an exhibit sent from Germany by the Robert Koch Institute, which displays the life and the work of the great man who discovered the tubercle bacillus in 1882, and started medical science upon its studied campaign against tuberculosis.

Eyes left, and you see a remarkable exhibit of the Wellcome Research Institution from England. It tells the story of the work of Sir Henry Wellcome, American, who fought the mosquito in Africa and won, and laid the way for extermination of yellow fever. The Wellcome Historical Exhibit, a museum in itself, shows you dioramas that illustrate epoch-making events in British medicine and surgery.

Northwest of the Transparent Man, the Italian exhibits show you Italy's great pioneers of the three basic medical sciences—pathology, anatomy, and physiology—respectively, Leonardo de Vinci, Morgagni, Spallanzani. With models and apparatus they tell you something of how these men, and Galvani, and Malpighi, and Vesalius, lit the lights by which the men who came after them charted their course, for the welfare of mankind.

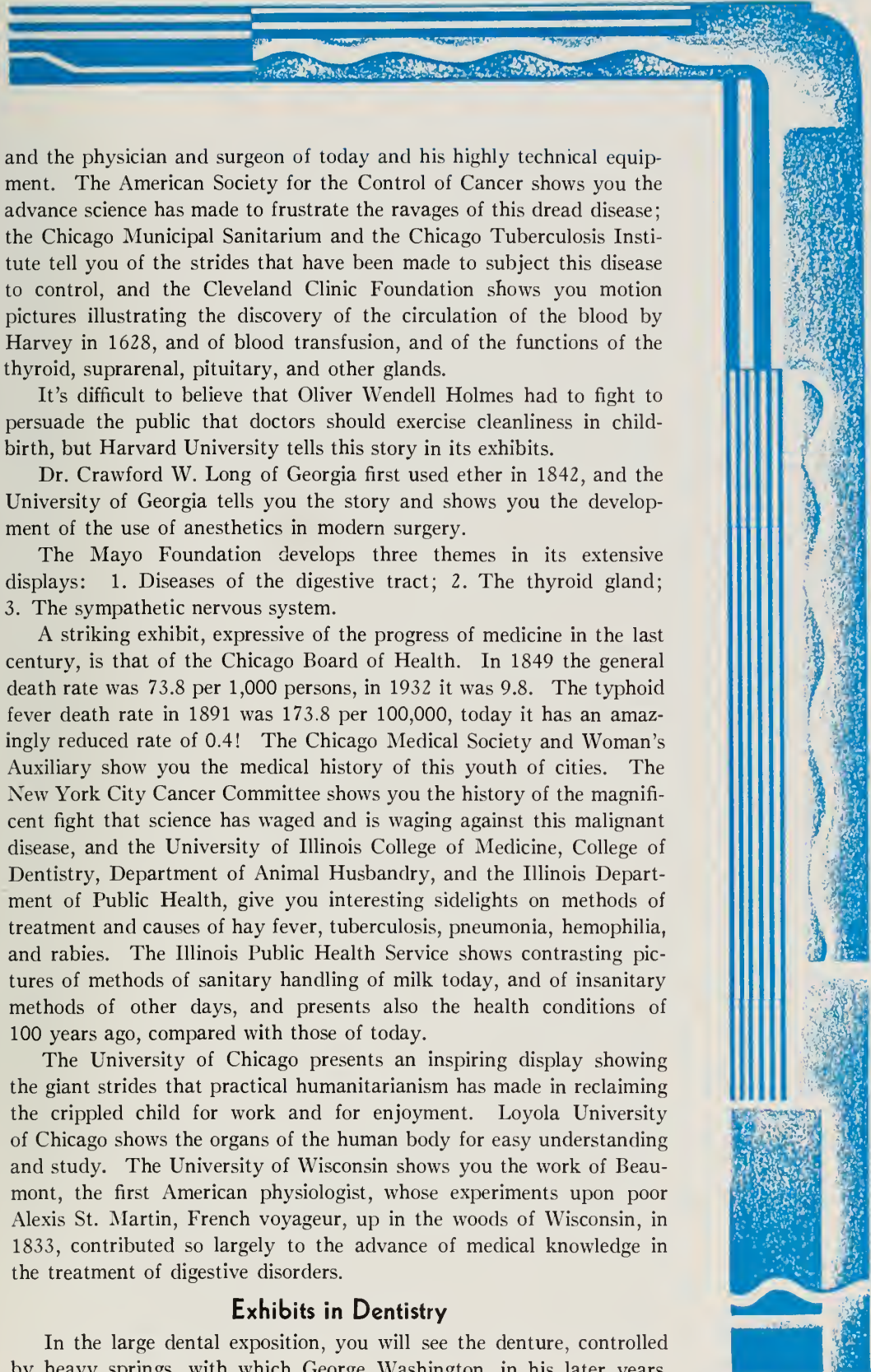
Northeast of the Transparent Man are exhibits recording medical triumphs of research workers in the United States. Austria, Holland, Canada add their contributions, and you have an absorbing, yet colorful story to study, and to carry away with you for a lifetime of reflection. Thus, the Transparent Man stands as a symbol of world medicine, a common denominator of the nations.

You may see in the Austrian exhibits the work of Austrian scientists, and in those of Holland the structure and function of the nervous system told in a simple, dramatic way. In the Canadian section, McGill University, through murals, transparencies, and photographs, portrays the history of James McGill, and the development of the Montreal General Hospital and its work, and of the work of Sir William Osler.

It was at McGill University that the first surgical X-Ray photograph was taken, two months after Roentgen announced his discovery in 1895. The photograph itself is shown.

You can go back to 1550 B. C. and read descriptions of more than 700 different remedies for human diseases, in the exhibits of the American Pharmaceutical Association. You can watch the antics of an Indian medicine man, practicing his primitive medicine, in the exhibits of the Milwaukee Public Museum. Marquette University of Milwaukee shows you a history of Bright's disease, and the progress medicine has made to prevent and cure it.

The American Medical Association shows you the progress of medicine in the last 100 years—the old saddle-bag doctor who went his lonely way, measuring out his meager doses in sparsely settled sections,



and the physician and surgeon of today and his highly technical equipment. The American Society for the Control of Cancer shows you the advance science has made to frustrate the ravages of this dread disease; the Chicago Municipal Sanitarium and the Chicago Tuberculosis Institute tell you of the strides that have been made to subject this disease to control, and the Cleveland Clinic Foundation shows you motion pictures illustrating the discovery of the circulation of the blood by Harvey in 1628, and of blood transfusion, and of the functions of the thyroid, suprarenal, pituitary, and other glands.

It's difficult to believe that Oliver Wendell Holmes had to fight to persuade the public that doctors should exercise cleanliness in childbirth, but Harvard University tells this story in its exhibits.

Dr. Crawford W. Long of Georgia first used ether in 1842, and the University of Georgia tells you the story and shows you the development of the use of anesthetics in modern surgery.

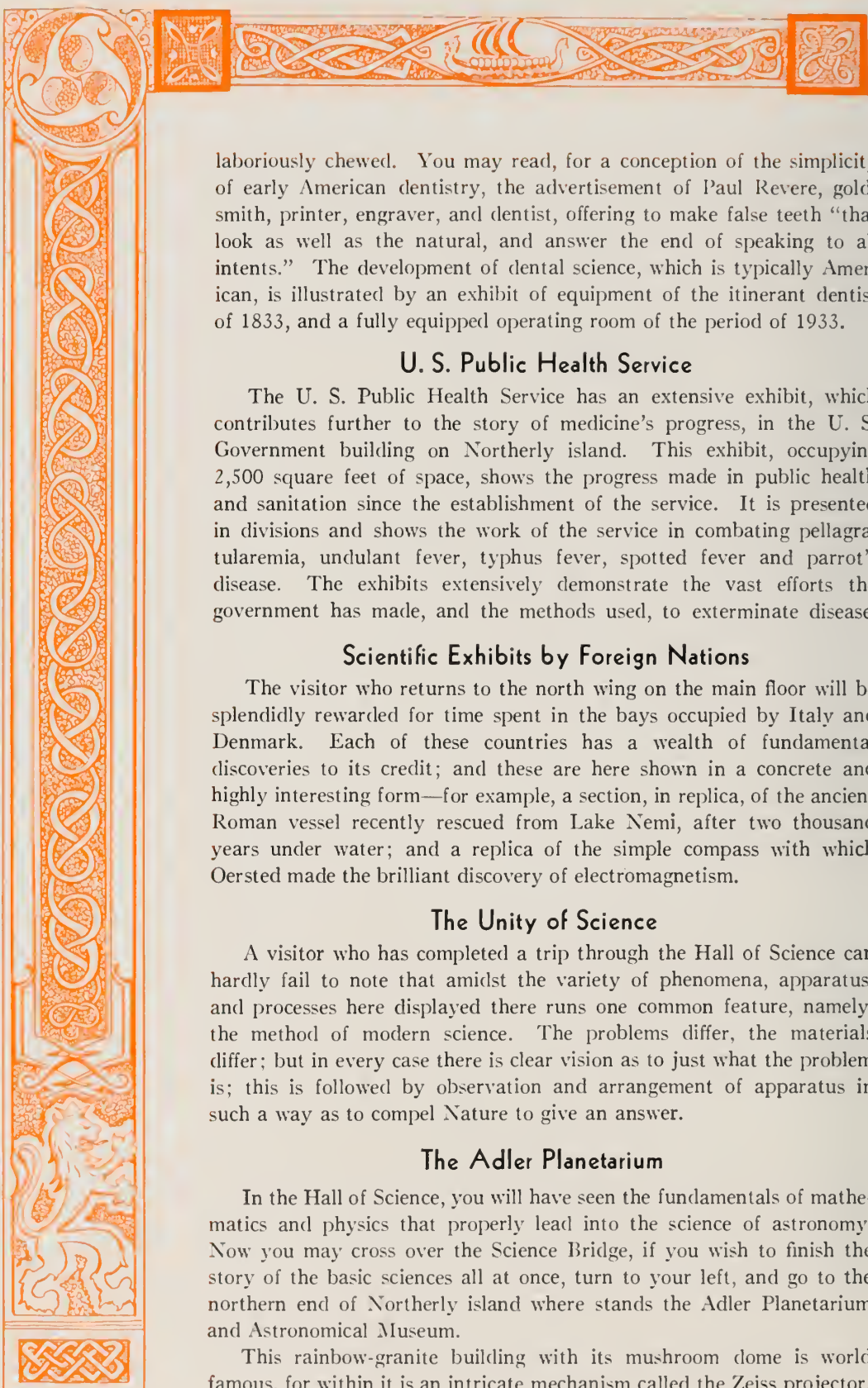
The Mayo Foundation develops three themes in its extensive displays: 1. Diseases of the digestive tract; 2. The thyroid gland; 3. The sympathetic nervous system.

A striking exhibit, expressive of the progress of medicine in the last century, is that of the Chicago Board of Health. In 1849 the general death rate was 73.8 per 1,000 persons, in 1932 it was 9.8. The typhoid fever death rate in 1891 was 173.8 per 100,000, today it has an amazingly reduced rate of 0.4! The Chicago Medical Society and Woman's Auxiliary show you the medical history of this youth of cities. The New York City Cancer Committee shows you the history of the magnificent fight that science has waged and is waging against this malignant disease, and the University of Illinois College of Medicine, College of Dentistry, Department of Animal Husbandry, and the Illinois Department of Public Health, give you interesting sidelights on methods of treatment and causes of hay fever, tuberculosis, pneumonia, hemophilia, and rabies. The Illinois Public Health Service shows contrasting pictures of methods of sanitary handling of milk today, and of insanitary methods of other days, and presents also the health conditions of 100 years ago, compared with those of today.

The University of Chicago presents an inspiring display showing the giant strides that practical humanitarianism has made in reclaiming the crippled child for work and for enjoyment. Loyola University of Chicago shows the organs of the human body for easy understanding and study. The University of Wisconsin shows you the work of Beaumont, the first American physiologist, whose experiments upon poor Alexis St. Martin, French voyageur, up in the woods of Wisconsin, in 1833, contributed so largely to the advance of medical knowledge in the treatment of digestive disorders.

Exhibits in Dentistry

In the large dental exposition, you will see the denture, controlled by heavy springs, with which George Washington, in his later years,



laboriously chewed. You may read, for a conception of the simplicity of early American dentistry, the advertisement of Paul Revere, goldsmith, printer, engraver, and dentist, offering to make false teeth "that look as well as the natural, and answer the end of speaking to all intents." The development of dental science, which is typically American, is illustrated by an exhibit of equipment of the itinerant dentist of 1833, and a fully equipped operating room of the period of 1933.

U. S. Public Health Service

The U. S. Public Health Service has an extensive exhibit, which contributes further to the story of medicine's progress, in the U. S. Government building on Northerly island. This exhibit, occupying 2,500 square feet of space, shows the progress made in public health and sanitation since the establishment of the service. It is presented in divisions and shows the work of the service in combating pellagra, tularemia, undulant fever, typhus fever, spotted fever and parrot's disease. The exhibits extensively demonstrate the vast efforts the government has made, and the methods used, to exterminate disease.

Scientific Exhibits by Foreign Nations

The visitor who returns to the north wing on the main floor will be splendidly rewarded for time spent in the bays occupied by Italy and Denmark. Each of these countries has a wealth of fundamental discoveries to its credit; and these are here shown in a concrete and highly interesting form—for example, a section, in replica, of the ancient Roman vessel recently rescued from Lake Nemi, after two thousand years under water; and a replica of the simple compass with which Oersted made the brilliant discovery of electromagnetism.

The Unity of Science

A visitor who has completed a trip through the Hall of Science can hardly fail to note that amidst the variety of phenomena, apparatus, and processes here displayed there runs one common feature, namely, the method of modern science. The problems differ, the materials differ; but in every case there is clear vision as to just what the problem is; this is followed by observation and arrangement of apparatus in such a way as to compel Nature to give an answer.

The Adler Planetarium

In the Hall of Science, you will have seen the fundamentals of mathematics and physics that properly lead into the science of astronomy. Now you may cross over the Science Bridge, if you wish to finish the story of the basic sciences all at once, turn to your left, and go to the northern end of Northerly island where stands the Adler Planetarium and Astronomical Museum.

This rainbow-granite building with its mushroom dome is world famous, for within it is an intricate mechanism called the Zeiss projector,



The Adler Planetarium

the only one in the United States, and one of the few in the world. With this instrument is staged a spectacular drama of the heavens.

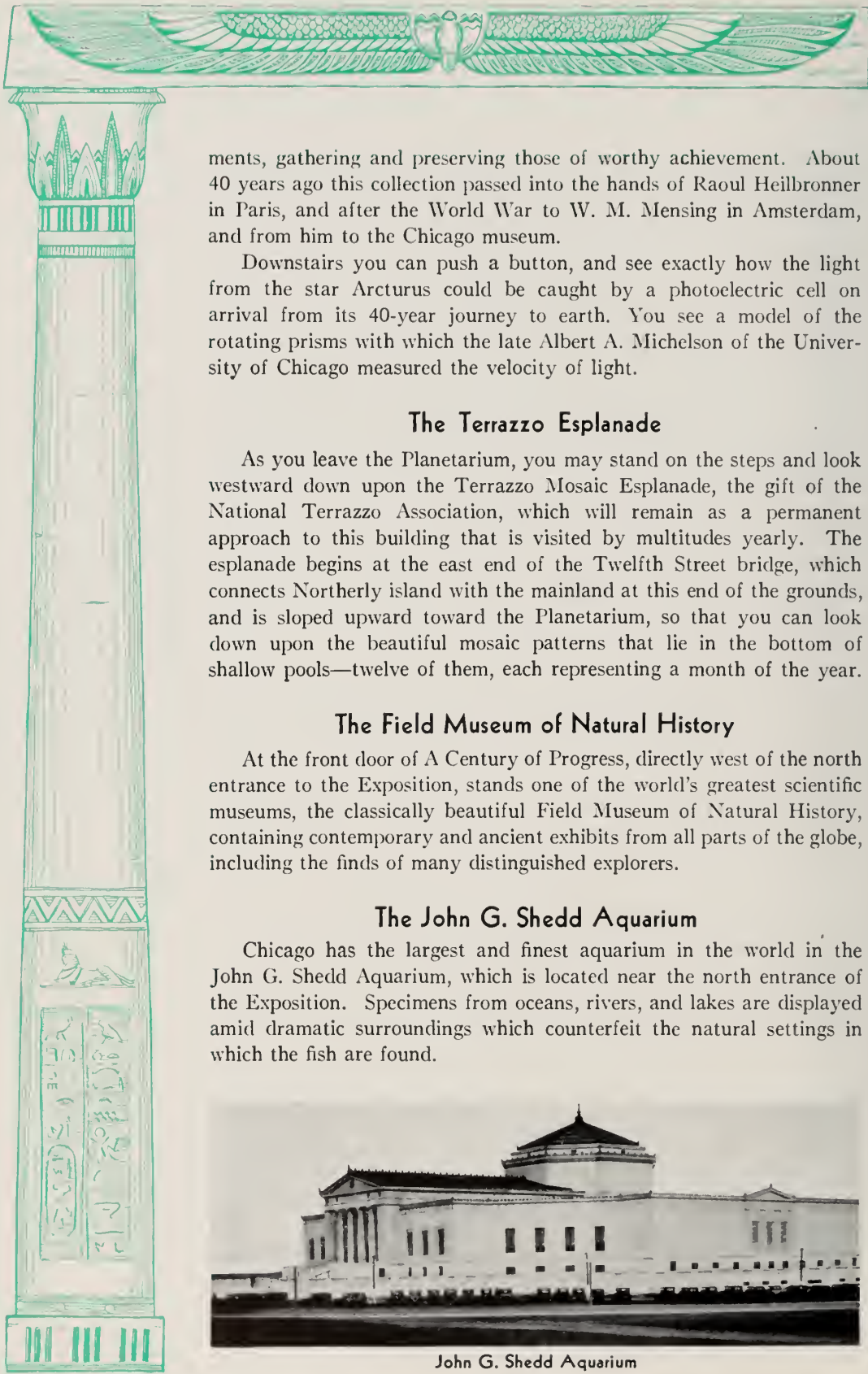
Once every hour, visitors are admitted to a circular room to sit beneath its domed white ceiling. The light is dimmed. The ceiling becomes a blue sky, sparkling with millions of stars seeming so close and so real that you feel that you can reach up and touch them.

A lecturer tells you about this firmament. His pointer is a beam of light. Beside him is a concealed switchboard, with which he controls the apparatus. You are permitted to look ahead into the future and know where the Pole Star or any other heavenly body will be situated at a particular minute of a particular day decades or centuries hence. You can look back into the past and see the heavens as they appeared when Christ walked on earth or when Galileo studied the stars with the first telescope.

Should you arrive while a lecture is in progress, you can entertain yourself by strolling about the halls or exhibit rooms downstairs. The Planetarium, which is under the direction of Prof. Philip Fox, formerly of Yerkes Observatory and later professor of astronomy at Northwestern University, has a wonderful collection of instruments which men of science in centuries of the past have used. Four hundred years ago the Strozzi family of Florence began a collection of scientific instru-



The Field Museum of Natural History



ments, gathering and preserving those of worthy achievement. About 40 years ago this collection passed into the hands of Raoul Heilbronner in Paris, and after the World War to W. M. Mensing in Amsterdam, and from him to the Chicago museum.

Downstairs you can push a button, and see exactly how the light from the star Arcturus could be caught by a photoelectric cell on arrival from its 40-year journey to earth. You see a model of the rotating prisms with which the late Albert A. Michelson of the University of Chicago measured the velocity of light.

The Terrazzo Esplanade

As you leave the Planetarium, you may stand on the steps and look westward down upon the Terrazzo Mosaic Esplanade, the gift of the National Terrazzo Association, which will remain as a permanent approach to this building that is visited by multitudes yearly. The esplanade begins at the east end of the Twelfth Street bridge, which connects Northerly island with the mainland at this end of the grounds, and is sloped upward toward the Planetarium, so that you can look down upon the beautiful mosaic patterns that lie in the bottom of shallow pools—twelve of them, each representing a month of the year.

The Field Museum of Natural History

At the front door of A Century of Progress, directly west of the north entrance to the Exposition, stands one of the world's greatest scientific museums, the classically beautiful Field Museum of Natural History, containing contemporary and ancient exhibits from all parts of the globe, including the finds of many distinguished explorers.

The John G. Shedd Aquarium

Chicago has the largest and finest aquarium in the world in the John G. Shedd Aquarium, which is located near the north entrance of the Exposition. Specimens from oceans, rivers, and lakes are displayed amid dramatic surroundings which counterfeit the natural settings in which the fish are found.



John G. Shedd Aquarium

From Wagons to Wings

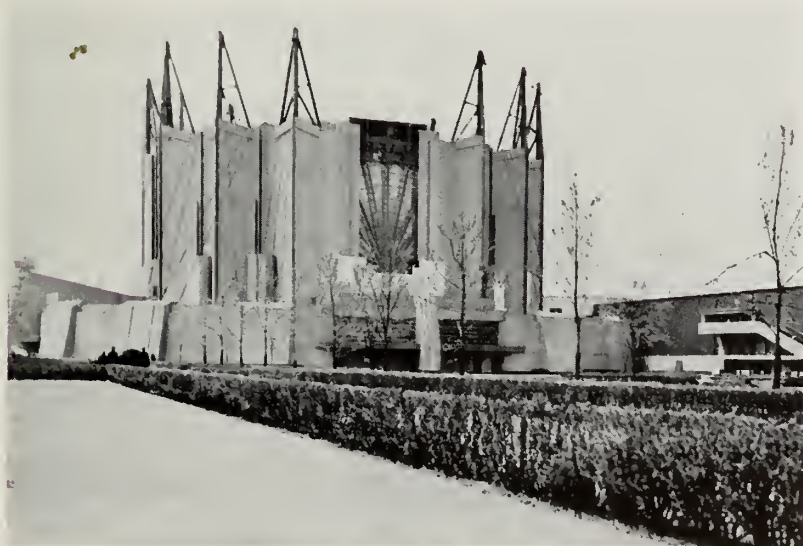
It has been only sixty-four years since two sweating gangs of laborers met near Ogden, Utah, May 10, 1869, in a thrilling race from east and west, and drove the golden spike that completed the span of the continent with iron bands.

At that time there were less than 40,000 miles of railroad in this country. Small, slow engines yanked crude cars from coast to coast, but the nation could hail them as wonderful monsters of progress. Crowds came in rattly buggies to watch the trains go by, or gratefully hauled produce to sidings in horse-drawn wagons, a market found at last, and the "Iron Horse" pounded out the beginnings of communities, cities, a wider civilization. For the first time, the west and east and north and south were welded together, as one great country.

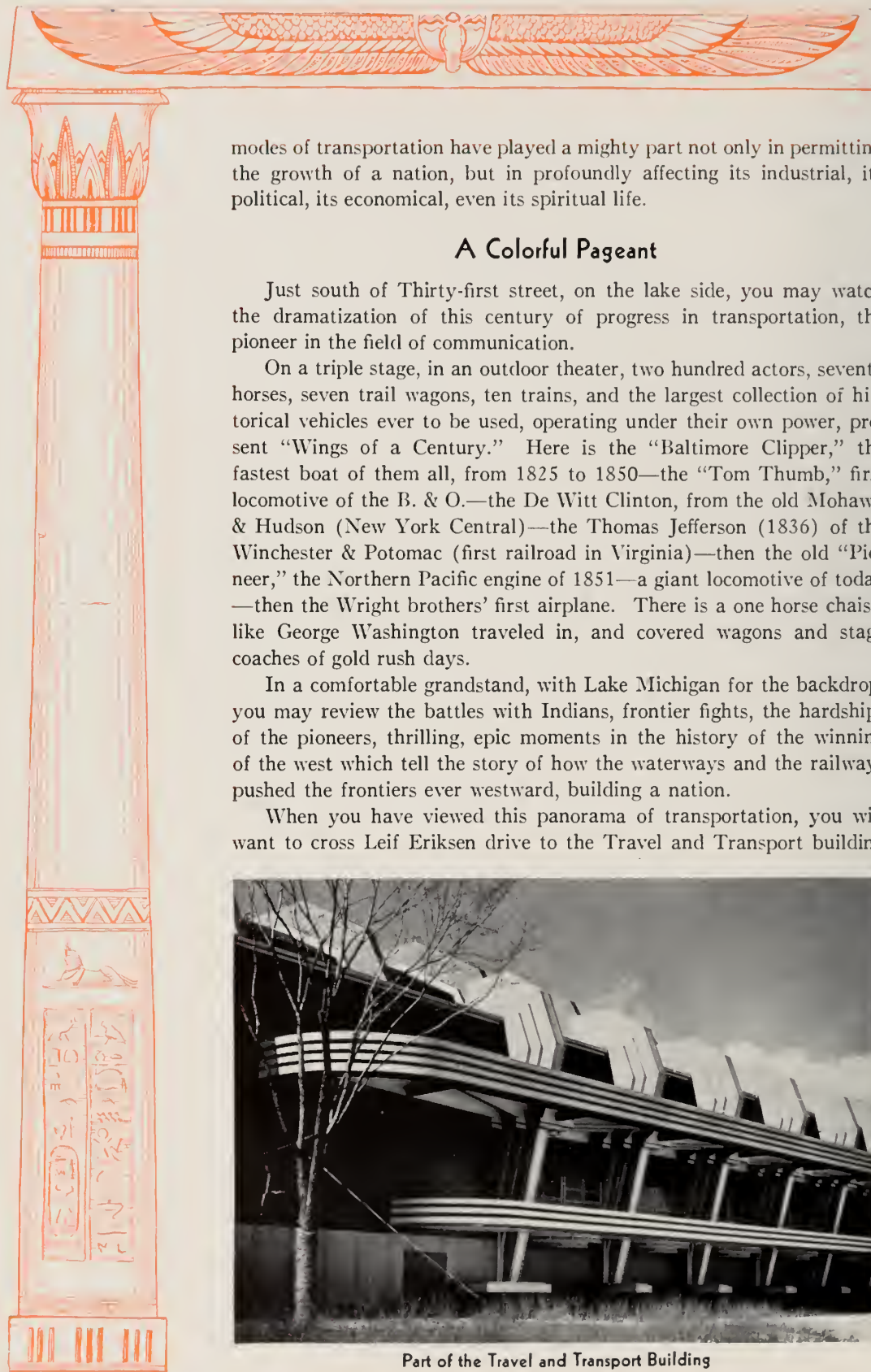
Thirty-five years later, the horseless carriage chugged its way into our existence. And now the cities and towns and farms were welded even closer, this time by speed and convenience that made it possible for farmers to get to towns and to cities, in little time, and residents of cities and towns and the farms to go places whenever the whim seized them.

Came then the airplane to laugh at miles, and make it possible to cross the continent from sun to sun.

In less than the Biblical allotment of the years of a man's life, these



The Breathing Dome of the Travel and Transport Building



modes of transportation have played a mighty part not only in permitting the growth of a nation, but in profoundly affecting its industrial, its political, its economical, even its spiritual life.

A Colorful Pageant

Just south of Thirty-first street, on the lake side, you may watch the dramatization of this century of progress in transportation, the pioneer in the field of communication.

On a triple stage, in an outdoor theater, two hundred actors, seventy horses, seven trail wagons, ten trains, and the largest collection of historical vehicles ever to be used, operating under their own power, present "Wings of a Century." Here is the "Baltimore Clipper," the fastest boat of them all, from 1825 to 1850—the "Tom Thumb," first locomotive of the B. & O.—the De Witt Clinton, from the old Mohawk & Hudson (New York Central)—the Thomas Jefferson (1836) of the Winchester & Potomac (first railroad in Virginia)—then the old "Pioneer," the Northern Pacific engine of 1851—a giant locomotive of today—then the Wright brothers' first airplane. There is a one horse chaise, like George Washington traveled in, and covered wagons and stage coaches of gold rush days.

In a comfortable grandstand, with Lake Michigan for the backdrop, you may review the battles with Indians, frontier fights, the hardships of the pioneers, thrilling, epic moments in the history of the winning of the west which tell the story of how the waterways and the railways pushed the frontiers ever westward, building a nation.

When you have viewed this panorama of transportation, you will want to cross Leif Eriksen drive to the Travel and Transport building



Part of the Travel and Transport Building



designed by John A. Holabird, Edward H. Bennett, and Hubert Burnham, and enter its dome.

For the first time in architectural history a dome has been constructed on the principle of a suspension bridge. Just as a suspension bridge has no pillars, columns, or arches to support it from below but depends on cables to carry its load, so the dome of the Travel and Transport building is suspended 125 feet above the ground by cables attached to twelve steel towers. The reason for the daring use of this suspension principle was the necessity for a clear, unobstructed space for exhibits. The result is a demonstration of how the desired result may be satisfactorily achieved at a much lower cost per cubic foot and we have a dome with an interior diameter of 310 feet at the base, and 206 feet clear of any obstruction.



Detail Travel and Transport Building

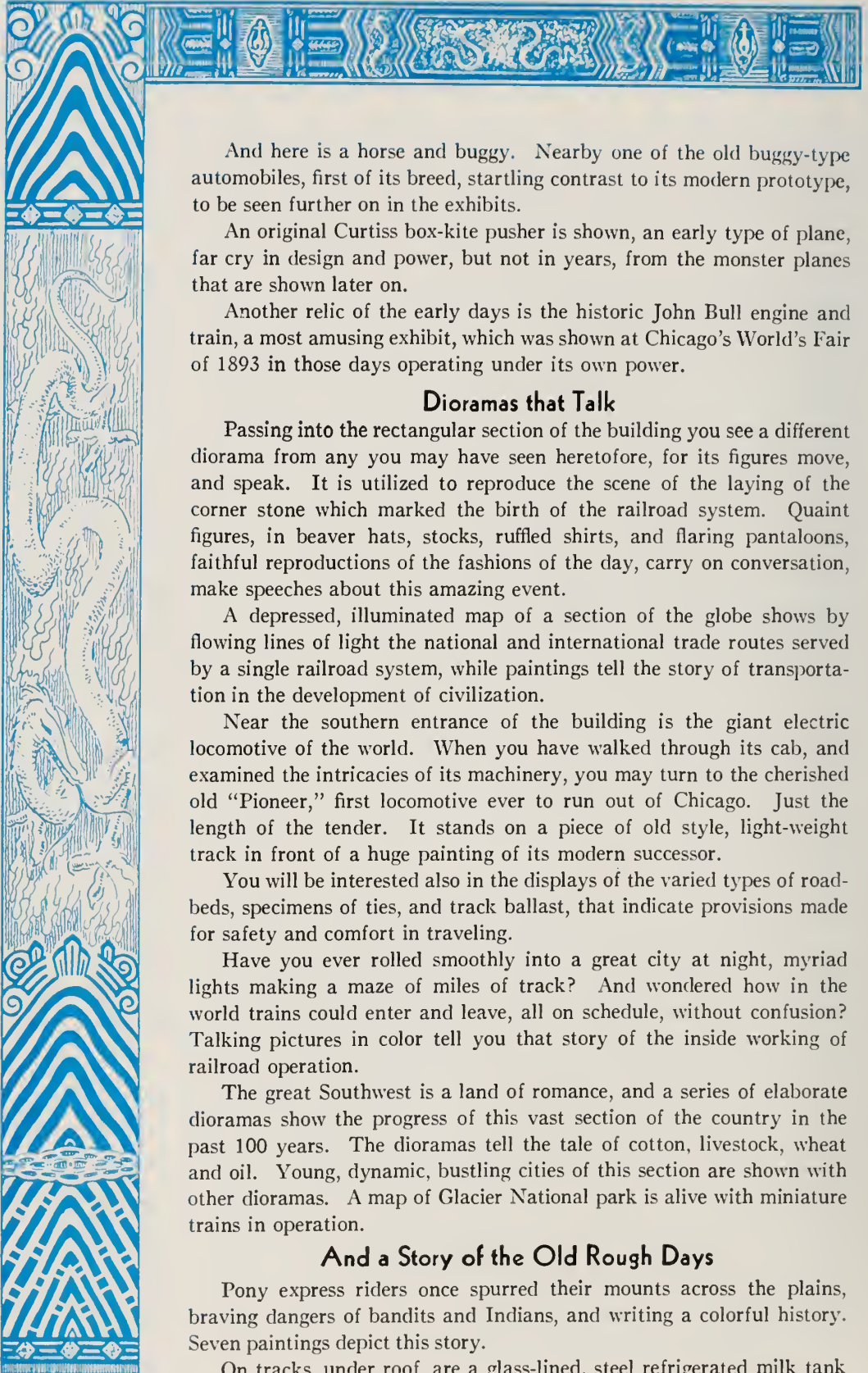
This dome is made with joints that allow for expansion and contraction as the temperature varies, resulting in a variation in circumference of more than six feet. The roof rises or sinks as much as eighteen inches, depending on the amount of snow or atmospheric pressure on the roof. This has given rise to the name, "the dome that breathes."

When your attention is turned to the exhibits themselves the first thing to greet your eyes is a mammoth crown, surmounting a pillar, from which four projection machines throw motion pictures upon a ring of screens, 30 feet high, around the walls. This 630 feet of screen forms the stage for the story, in filmed detail, of the essential contributions of oil to the powering and lubricating of transportation.

You may wish to pause and see "Old Number 9," the first sleeping car ever built, a little wooden car with open platforms and crude berths, that looks a bit humble as it stands between two great modern Pullmans, all of aluminum, and stream-lined, which are the last word in sleeping car construction for 1933. But little No. 9 can be proud of its history. First to be built, it made its initial run from Bloomington, Illinois, to Chicago in 1858. And later it was a part of the train that bore the body of Lincoln to Springfield for its final rest.

And here's an old stage coach, scarred by bullets and Indian arrows, a Rocky Mountain stage coach that could tell many a tale of bandits and redskin raids. Nearby, an original Conestoga emigrant wagon, in which pioneering families slowly moved toward new and ever new horizons, braving death and hunger and suffering.





And here is a horse and buggy. Nearby one of the old buggy-type automobiles, first of its breed, startling contrast to its modern prototype, to be seen further on in the exhibits.

An original Curtiss box-kite pusher is shown, an early type of plane, far cry in design and power, but not in years, from the monster planes that are shown later on.

Another relic of the early days is the historic John Bull engine and train, a most amusing exhibit, which was shown at Chicago's World's Fair of 1893 in those days operating under its own power.

Dioramas that Talk

Passing into the rectangular section of the building you see a different diorama from any you may have seen heretofore, for its figures move, and speak. It is utilized to reproduce the scene of the laying of the corner stone which marked the birth of the railroad system. Quaint figures, in beaver hats, stocks, ruffled shirts, and flaring pantaloons, faithful reproductions of the fashions of the day, carry on conversation, make speeches about this amazing event.

A depressed, illuminated map of a section of the globe shows by flowing lines of light the national and international trade routes served by a single railroad system, while paintings tell the story of transportation in the development of civilization.

Near the southern entrance of the building is the giant electric locomotive of the world. When you have walked through its cab, and examined the intricacies of its machinery, you may turn to the cherished old "Pioneer," first locomotive ever to run out of Chicago. Just the length of the tender. It stands on a piece of old style, light-weight track in front of a huge painting of its modern successor.

You will be interested also in the displays of the varied types of road-beds, specimens of ties, and track ballast, that indicate provisions made for safety and comfort in traveling.

Have you ever rolled smoothly into a great city at night, myriad lights making a maze of miles of track? And wondered how in the world trains could enter and leave, all on schedule, without confusion? Talking pictures in color tell you that story of the inside working of railroad operation.

The great Southwest is a land of romance, and a series of elaborate dioramas show the progress of this vast section of the country in the past 100 years. The dioramas tell the tale of cotton, livestock, wheat and oil. Young, dynamic, bustling cities of this section are shown with other dioramas. A map of Glacier National park is alive with miniature trains in operation.

And a Story of the Old Rough Days

Pony express riders once spurred their mounts across the plains, braving dangers of bandits and Indians, and writing a colorful history. Seven paintings depict this story.

On tracks, under roof, are a glass-lined, steel refrigerated milk tank



car, built for speed to rush milk fresh and sweet to modern homes, far cry from the old horse-drawn milk wagon, and tin milk cans. Also are exhibited a model refrigerated meat car and a dry-flow tank car for products such as cement and soda ash.

The Automobile Link

A "glass automobile" makes a striking exhibit, showing through nine panels of glass the parts of the machine in action while an electric fountain illuminates them with colors.

The Age of Aviation

A great illuminated map tells one in swift summation the amazing growth of aviation since its comparatively recent birth, showing a lighted network of airways serving forty-four states, and dramatically exhibiting the night flying operations. The map illustrates the increase in travel by air since 1926, when 4,600,000 miles were flown, to 1932, when 50,000,000 miles were flown, 40 per cent of which was night flying. This map and other exhibits of flying service are sponsored by the air mail-passenger operators of the United States.

Different types of plane, both for domestic and foreign service, are on display.

The Aid of Oil

In the Great Hall is shown a complete oil well derrick, demonstrating the underground work, a rotary bit biting down through the layers of rock and sand. The chassis of an automobile is cut away to show motor car lubrication, and a spectacular clanging of gongs, and shrill of sirens, and whirling wheels of a fire engine add life to this section of the exhibit space.

Striking Exhibits in Outdoor Area

South of the Travel and Transport building, is an outdoor area for exhibits. You can see one of the fastest and most luxurious trains in all of Europe, the "Royal Scot," crack train of the London, Midland and Scottish railway. This train makes the run from London to Edinburgh in eight hours regularly.

On one side of the "Royal Scot" stands a gigantic Chicago, Burlington and Quincy locomotive at the head of a U. S. Railway Postoffice car, chair car, diner, two sleepers and solarium lounge car.



The "Royal Scot"





Dining Salon—Private Train of the President of Mexico

On the other side of the British train are the air conditioned cars of the Baltimore and Ohio Capitol Limited, representing the eastern roads of the United States.

On the next track are the palatial special coaches of the Presidential train of the Republic of Mexico, which are considered by many to be the most luxuriously furnished cars in the world. On display in one of the cars of this train is a priceless collection of jewels, the famous Monte Alban gems. These gems have been traced back to early lapidaries of the ancient Mexican civilization. They comprise ornaments of jade, jet, ivory, amber, bone, and the like, set in gold, recently recovered from ruins and rubble.

One of the largest freight locomotives in the world is shown by the Delaware and Hudson railroad.

A demonstration of mine rescue equipment and its use is shown nearby, in a U. S. Bureau of Mines rescue car, and General Steel Castings company show a new type gondola car of unique construction.

A Tractor Run by Radio

A farm tractor crawls about a two-acre field, controlled in its maneuvering solely by radio, from a switchboard at the edge of the field. This is the exhibit of the International Harvester company, which also shows operation of cultivating and harvesting machinery on simulated crops. Demonstrations of trench and ditching machinery are given on the demonstration field by the Barber-Greene company.

A Glass Tower Parking Place

A glass tower of the Nash Motors is a spectacular feature of the outdoor exhibit. This parking tower, built by the Whiting Corporation, cooperating with Nash Motors, is eighty feet tall, and it carries sixteen cars, each car in a pocket, its full height. Colored lights bathe the tower, and Nash cars pass up and down in continuous movement, bringing each car into a glass-fronted show room at the tower's base.

General Motors Building

The part that automotive engineering has played in our civilization is graphically represented in the General Motors building.

It stands on rising ground at the foot of Thirty-first street in the midst of a lovely, formal garden surrounded by willows and with Lake Michigan as its background.

The building is an eighth of a mile long and 306 feet wide, surmounted by a 177-foot tower, brilliantly colored, and illuminated. It was designed by Albert Kahn. The entrance hall divides two main display rooms, each containing 18,000 square feet. Here the cars of General Motors are on exhibition. In one of the rooms the General Motors Research laboratories present a display of their own.

The central feature of the building is a complete automobile assembly plant, to the rear of the display rooms, where 1,000 people at a time may witness the assembly of automobiles. Raw materials enter through one door and by the time they reach the opposite exit, they have become finished cars. A visitor may select the materials for his car as it enters the door, follow its progress along the assembly line, and get in and drive it off at the other side of the room.

Sculptures—symbolizing the automotive industry, a huge mural painting, dioramas, exhibit areas for trucks and other General Motors



The General Motors Building

products, a theater for the presentation of sound films, rest rooms and spacious lounge rooms are among the features of this building.

The Chrysler Building

Rising just north of the Travel and Transport building is the Chrysler Motors building, with its lofty pylons and commanding presence. You will be charmed by the contrast its modern architecture presents to the ages old Maya temple across the drive, and by the interesting counter-balance it presents to the dome of the Travel and Transport building. In the circular section of the building are displayed the latest models of the corporation's various cars, together with cross sections of motors, demonstrations of tests for heat, cold, and water resistance of motors.

The terrace connecting this portion of the building with the display room at the north end offers an excellent vantage point for viewing the endurance and other tests which will be made on the proving ground to the west and serves as a roof for the space in which visitors will be permitted to inspect those automobiles which have been submitted to experiment.



The Chrysler Motors Building

The Servant That Has Transformed The World

Move southward along the shore of the lagoon, on Northerly island, from the Twelfth Street side, or cross Science Bridge, at Sixteenth street, and you will come to a circular court above which rises a brilliant silver fan of light.



The Water Gate of the
Electrical Building

In the court a fountain sends up iridescent jets of illuminated water in a series of multi-colored steps. Out of the center of the fountain rises a 70-foot canopy. The under side, of hammered copper, chromium plated, reflects the color and disseminates it, and achieves a superb beauty.

This is the court of the Electrical building. The great building itself, in semi-circular form behind the court, connects with the Radio and Communication building. A group of pylons rises, with a giant bas-relief panel on either side, forty feet high, on which figures are sculptured in such mammoth size as to suggest the enormous forces they symbolize. One represents

Atomic Energy, bearing the inscription: *Energy is the substance of all things—the cycles of the atoms, the play of the elements are in forms cast as by a mighty hand to become the world's foundations.* The other panel symbolizes Stellar Energy, and bears the inscription: *Light is the beginning of all things. From the utmost ether it issues, shaping the stars, answering in its patterns to the majesty of creative thought.*

There is an entrance here, which leads to a great circular hall. Another entrance is on the west side from a water gateway, flanked by two huge pylons more than 100 feet high, and a wide stairway leading up to the hall. This water gateway provides a landing for visitors who come from the mainland by water across the lagoon. On these pylons also are sculptured figures, *Light* on the north pylon, *Sound* on the south one. Perhaps, if you come from the Hall of Science, where you are told that electricity is simply the movement of electrons, migrating away from the infinitesimal atom, the dazzling spectacle of Electrical

Court, and the illumination of its buildings, and the vast and spectacular compositions of light that flood the Fair may awe you by the very stupendousness of the story electricity tells in this phase alone of its myriad activities.

But the story within these two buildings, of which Raymond Hood was architect, is more stupendous still.

You Enter the Great Halls

Twenty companies share the great hall, with a wide variety of exhibits, many spectacular. Here, for example, you will see demonstrated the new "fever machine," a gift of science to medicine with which hospitals are experimenting now, in the hope that it will be of

incalculable value in the treatment of many diseases. Photoelectric tubes — the "electric eyes" we have seen demonstrated so startlingly throughout the Fair — are made to do tricks that demonstrate countless possibilities.

There is a display where




Above—Light,
A Plaque on the
Electrical Building



Below—Energy,
Substance of All Things,
a Plaque on the
Electrical Building

the latest developments of a famous research laboratory are displayed in dramatic fashion in a continuous showing. And there are exhibits of the newest air conditioning machines, home appliances, and model kitchens with all the most unusual devices for lightening labor.

A high frequency furnace is shown, and you see a new blade quickly melted, while the hand which holds it, in the same furnace, is uninjured.



You see an incandescent light no larger than a grain of wheat, a marvelous aid to surgeons. Also the world's largest incandescent lamp, of 50 kilowatts. You see sun lamps as they are used in the poultry industry, and in hospitals, schools, and offices.

Beneath the floor, seen through a glass walk, a model section of the world's largest water-wheel generator rotates in a flood of light. Again, here is a huge model of a transformer, the largest ever built. There are extensive displays of electrical equipment and lighting effects, model kitchens, model laundries. Models of great ocean liners are paired with an open model of the electrical equipment that propels such liners.

An Amazing Diorama

On the mezzanine, the largest diorama in the world tells you a thrilling, inspiring story. Suddenly the great scene, 90 feet long, leaps into life. Reservoirs in the mountains take the flow from moving rivers, turbines begin to spin, across the plains lights in lonely ranch and farm houses glow in the dusk; the movement races on into a city that takes on life, the streets imbued with activities inspired by great industries, tall sky-scrappers, homes and hospitals, stores and factories, theaters, churches, rushing elevated trains and subways. A steam electric-generating station with switchyards leading into it, and trains running; an airport, and planes *live*. On to another city, from coal mines to farms, to quarries, to many other phases of industry now served by electric power goes the precious current.

A voice speaks out of the darkness, explaining. And thus, in moving drama, you get the story of electricity from its generation, to its varied service of dispelling darkness, driving machines, and serving households in myriad ways, made possible by hydro-electric transmission. The first hydro-electric station in the United States was built just 50 years ago, near Appleton, Wisconsin!

This extraordinary display is the result of a combined action on the part of the united power station companies of the nation.

Other striking exhibits you see here on the second floor are full-sized rooms of homes, showing the many uses of electricity in the home; farm buildings, showing farm electrification—its uses on the farm from bug killing to silo filling and powering of machinery. Five model stores tell a graphic story. Electric furnaces that have made possible the utilization of cast iron, and other demonstrations of the applications of electricity in power, heat and light in industry are shown.

A Neon Display

In space beneath the balcony you discover the absorbing process of filling tubes with the rare gases that make the brilliant colored lighting, much of which you see utilized in the lighting of the Fair, and now used extensively for advertising. An electric fountain stands in the space. Three striking demonstrations of illuminating effects tell something of the future possibilities of this form of lighting.



The Electrical Building and the Radio and Communications Building

Radio and Communications Building and Communications Garden

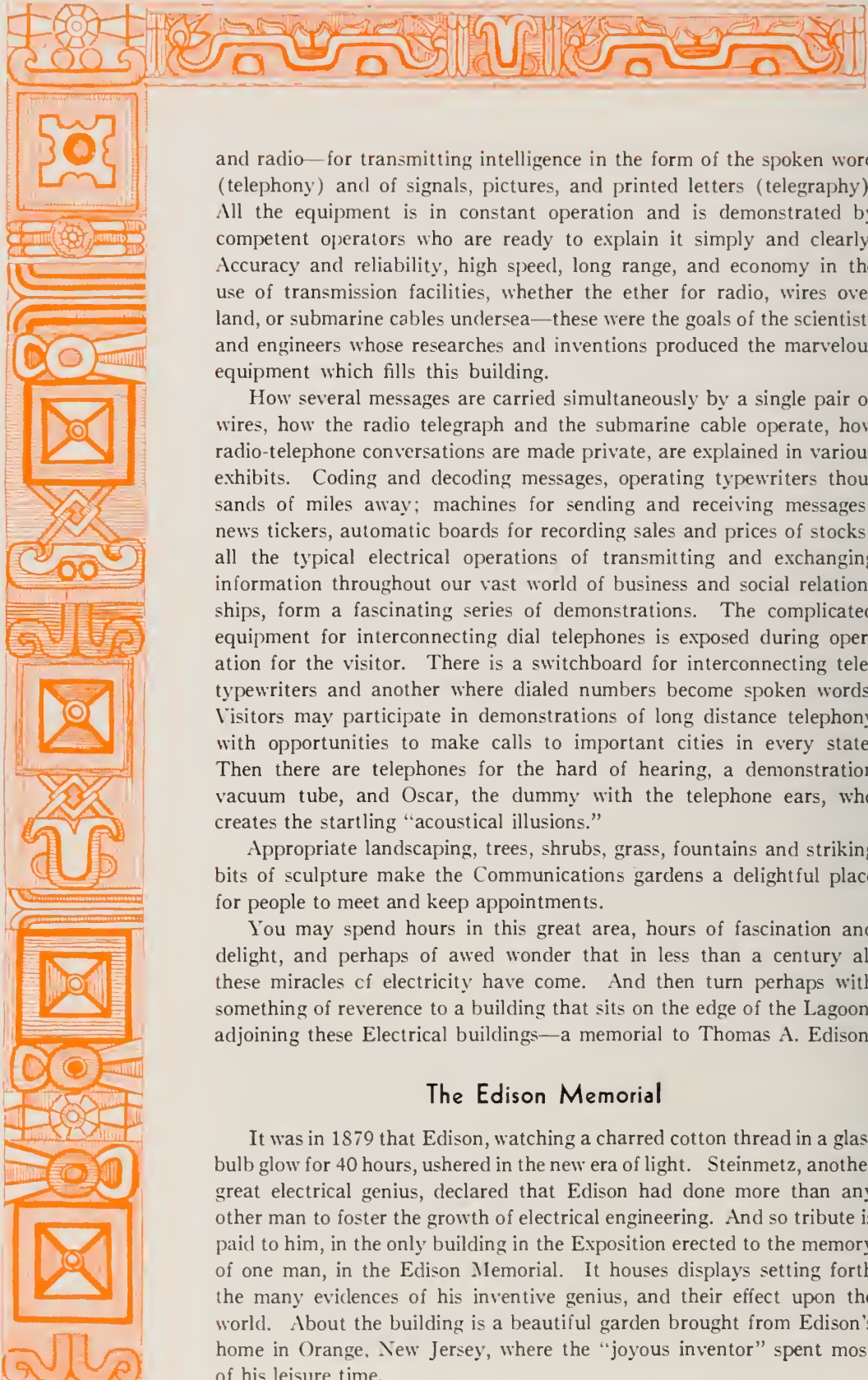
Four high towers—huge green “trees”—sheltering a quiet pool with a design symbolic of the speed and world-wide range of electrical communication, form the Communications Garden. The colors of the pool, its shifting patterns as breezes ruffle its shallow water, the restful shade of the trees give charm and dignity to this entrance of the Radio and Communications building. The trees and the building were the conception of the architect, Raymond Hood, and the pool was designed by Hildreth Meiere. Beneath the trees are pavilions which contain displays and serve as exhibitor’s headquarters or as entrances to their areas in the adjoining building.

Wonders of the Telegraph and Telephone

Exhibits take visitors behind the scenes and show the actual equipment and operations for various systems of communication both wire



Entrance to Radio and Communications Building

A decorative border runs vertically along the left side and horizontally across the top of the page. It features a series of stylized, orange-colored icons related to electricity and communication, including a gear, a light bulb, a square with a circle inside, a diamond with a circle inside, and various geometric patterns.

and radio—for transmitting intelligence in the form of the spoken word (telephony) and of signals, pictures, and printed letters (telegraphy). All the equipment is in constant operation and is demonstrated by competent operators who are ready to explain it simply and clearly. Accuracy and reliability, high speed, long range, and economy in the use of transmission facilities, whether the ether for radio, wires over land, or submarine cables undersea—these were the goals of the scientists and engineers whose researches and inventions produced the marvelous equipment which fills this building.

How several messages are carried simultaneously by a single pair of wires, how the radio telegraph and the submarine cable operate, how radio-telephone conversations are made private, are explained in various exhibits. Coding and decoding messages, operating typewriters thousands of miles away; machines for sending and receiving messages; news tickers, automatic boards for recording sales and prices of stocks; all the typical electrical operations of transmitting and exchanging information throughout our vast world of business and social relationships, form a fascinating series of demonstrations. The complicated equipment for interconnecting dial telephones is exposed during operation for the visitor. There is a switchboard for interconnecting teletypewriters and another where dialed numbers become spoken words. Visitors may participate in demonstrations of long distance telephony with opportunities to make calls to important cities in every state. Then there are telephones for the hard of hearing, a demonstration vacuum tube, and Oscar, the dummy with the telephone ears, who creates the startling “acoustical illusions.”

Appropriate landscaping, trees, shrubs, grass, fountains and striking bits of sculpture make the Communications gardens a delightful place for people to meet and keep appointments.

You may spend hours in this great area, hours of fascination and delight, and perhaps of awed wonder that in less than a century all these miracles of electricity have come. And then turn perhaps with something of reverence to a building that sits on the edge of the Lagoon, adjoining these Electrical buildings—a memorial to Thomas A. Edison.

The Edison Memorial

It was in 1879 that Edison, watching a charred cotton thread in a glass bulb glow for 40 hours, ushered in the new era of light. Steinmetz, another great electrical genius, declared that Edison had done more than any other man to foster the growth of electrical engineering. And so tribute is paid to him, in the only building in the Exposition erected to the memory of one man, in the Edison Memorial. It houses displays setting forth the many evidences of his inventive genius, and their effect upon the world. About the building is a beautiful garden brought from Edison's home in Orange, New Jersey, where the “joyous inventor” spent most of his leisure time.

The Stirring Story of Mankind's Rise

When you have finished your study and enjoyment of the story of the basic sciences—of their discoveries and their applications to *man's material existence*—you may cross the bridge from the Hall of Science, eastward, and see his beginnings, and watch his way unto the present day.

On the north side of the two-storied Hall of Social Science which houses these exhibits, strikingly sculptured pylons will cause you to stop. At the left is a youth with two heads, with a goat by his side; flames rise from the figure depicting, in allegory, the Indian symbols



Pylons and High Relief, North Entrance of the Hall of Social Science





for the God of Fire. At the right, is the God of Light, and next to it, a female figure representing Night, or Darkness, and next to this is the God of Storm. The figures are by Leo Friedlander.

Within, you may read the history of man, and study the stages of his development. Perhaps you will find an answer to the perplexities of the present that cause our sometimes querulous questioning of the worthwhileness of things.

A Story of Timely Significance

Fay-Cooper Cole, chairman of the department of Anthropology at the University of Chicago, who has had charge of the staging of this gigantic show, sums up the significances of the Social Science exhibits in these words:

"At the end of the Sixteenth Street bridge, in the Hall of Science, and, in fact, throughout the Fair grounds, the visitor sees a century of progress in scientific achievement. At the other end of the bridge, in the Hall of Social Science, he can see the social consequences of this scientific achievement. The century of scientific progress has changed our whole social and economic life. It has changed our transportation, our whole method of living.

"The old moorings are gone. We all feel somewhat at sea. The depression has most decidedly sharpened the interest of the public in social changes, and has brought home to it the importance of meeting them intelligently. We hope to show how social science tries to meet these great changes."

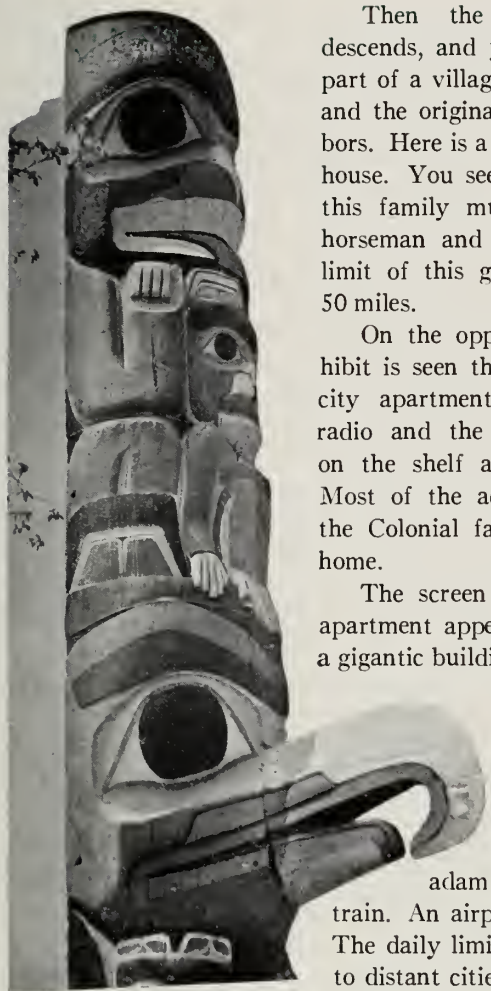
So, it is a story of cause and effect that you will carry home with you from A Century of Progress. Here in the Social Science part of the story you can see, in dramatic sequence, the cave life of fifty thousand years ago, the life of the Mayas and aboriginal life as shown from mound excavations, and the life of the American Indian, the early American home, and on through the age of "oil lamps, horseshoes, wagon wheels and corsets," to the "age of electric lights, radios, automobiles and refrigerators." And you will find a simple but graphically told tale of capital and its distribution and redistribution; of the problem of immigration and overlapping governments, educational evolution and the latest methods of teaching; homes of ultra-modernity and, possibly, what they may be in the future; a model community and government.

An American Family Is Central Exhibit

As you enter the ground floor of the Hall of Social Science you are attracted by the visual story of an American family.

Here is a group, almost life size, that shows a Colonial family. The women are spinning, weaving, and making the garments by hand. Other members of the group are drying fruits and meats.

Through a doorway you see the father of the family breaking the sod with an old fashioned plow.



Aboriginal America—
A Totem Pole from
the Indian Exhibit

Then the scene changes—a screen descends, and you are shown this home as part of a village, people have come to settle and the original family has acquired neighbors. Here is a church, a school and a courthouse. You see the boggy road over which this family must travel, and on which a horseman and a stagecoach struggle. The limit of this group's horizon for a day is 50 miles.

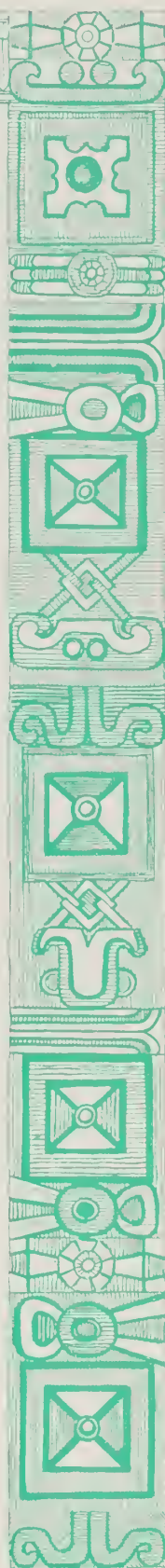
On the opposite side of this group exhibit is seen the family of 1933 living in a city apartment. There is the inevitable radio and the modern refrigerator; while on the shelf are cans of prepared foods. Most of the activities and amusements of the Colonial family have gone out of this home.

The screen descends again. This same apartment appears on the map as a part of a gigantic building, and it in turn is part of a mammoth city, and you see its amusement places, parks, boulevards, playgrounds, schools and factories; that miry road has become a smooth, macadam highway. There's a railroad train. An airplane flashes across the skies. The daily limit of this family now extends to distant cities. Down the aisle to the left is the dramatic story of anthropology.

Drama in a City Dump

A huge relief map is the first exhibit, showing the nine culture areas of North America. Traveling lights on the map explain the significance of the exhibits outside the Hall of Social Science, and the methods of social scientists in determining the growth and development of cultures.

Pause here and look upon a common city dump. Would you think it could tell a story? It does—a story that explains graphically how the past is read. Electric lights, radios, automobiles and a myriad of other things which we use daily contribute to the dump of 1933. In 1893, the castoffs of a city were oil lamps, horseshoes, wagon wheels and madam's stays. Not only do you see in a flash the differences between the two eras, but also you realize how those who delve into the ages can read stories of other civilizations. Such a comparison helps you to live the past illustrated by the exhibits of anthropology down the aisle.



After the city dump, you see a section of a cave taken from Europe that reveals records of 50,000 years ago. For centuries it has been sealed in rock. You see exact reproductions of the mounds which Indians built in Central Illinois through three successive cultures—you see the skeletons of Indians long dead, accompanied by the objects that were buried with them. A stratified village site emphasizes how the records of the ages are steadily being discovered and read.

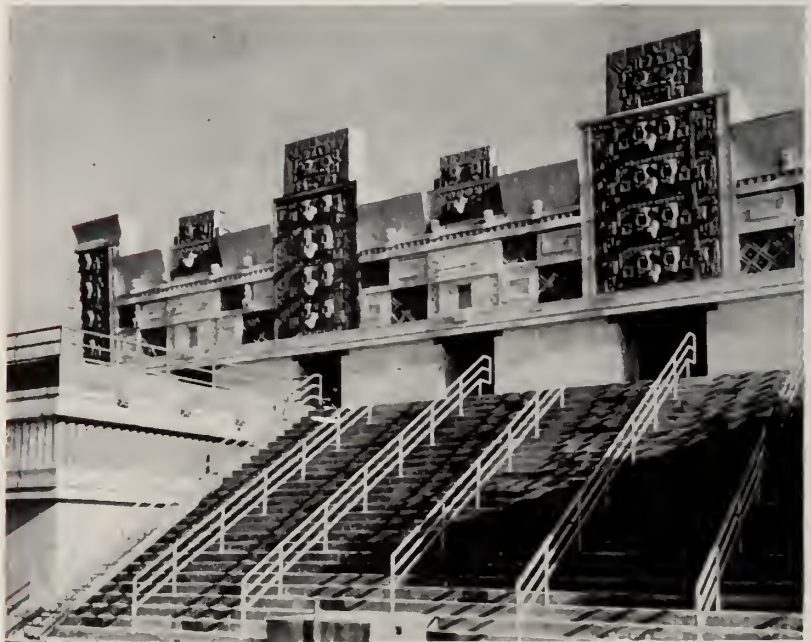
Then Trace the Threads of Our Own Existence

As you pass through the pages of history, you follow naturally the ramifications of our increasingly complex existence.

You trace the economic aspects of industry, and of agriculture, and see the maze of distribution processes that deliver necessities, and luxuries to our doors. You see the reasons for the prices of things, the cost of making, and the profit.

You see how a dollar is distributed and redistributed, multiplying into millions and billions, in causes of charity, in taxation. Complex things are made clear with simple exhibits that avoid the controversial and seek simply to show you the fundamentals of the scheme of things in the structure of world trade.

Moving pictures and dioramas record the coming of peoples of other lands to the New World, to form cities within a city. The population grows, fed as a sea from countless streams. Such growth creates problems of transportation, of industrial demands, of housing, of church



A Maya Temple—The Nunnery at Uxmal

and of school, of varying social codes, of delinquency, of racial requirements, of needs for recreation and of sanitation.

Finding the solutions to these problems requires money, and the setting up of organizations for handling them. A variety of governments may be functioning to care for the needs of only one small community. Moving lights show you the governments to which your money goes, and the estimated percentage of it actually returned to you.

Maya Temple—Torn From A Thousand Years' Jungle Growth

And now, from the broad terraces of the Hall of Social Science, look away southward toward Thirty-First street, where the Maya Temple rises. When you come closer, like a pilgrim nearing a shrine, you may find it difficult to believe that this temple is an exact copy of a building in far away Yucatan, a temple at least ten centuries old, a bit of the 2,000 or more year old civilization of the Mayas. It stands on the highest ground within the Exposition boundaries, its walls covered with elaborate designs, huge mask heads, and great serpents carved in stone. Tulane University, under the sponsorship of A Century of Progress, sent an expedition, in charge of Dr. Franz Blom, director of its department of Middle Western research, to Uxmal, ancient seat of Mayan culture, and there they obtained the information necessary for making an exact reproduction of one section of the famous "Nunnery." They brought back casts of its decorations to be incorporated in the Fair's temple.

The Mayan civilization probably had its origin hundreds of years before the Christian era, in the highlands of Guatemala and Honduras. From there, apparently, it spread slowly into Yucatan, where its highest development was reached about 1200 A.D. These people, without elaborate mechanical equipment built great cities in stone. On the tops of 200-foot rubble and cement pyramids, stood stately temples, government buildings, and astronomical observatories, faced with cut stone and decorated with geometric designs and carvings representing men and animals.



Decorative Detail, Maya Temple





We know that they developed hieroglyphic writing, that they had a mathematical system based on zero, and that they knew much of astronomy. They made use of several metals, especially gold. Some of their ornaments have been found; beautiful mosaics, and lovely wood carvings.

Descendants of the Mayas yet live, in Central America, but the civilization of their ancestors has vanished.

Within the temple, priestesses kept the sacred fire burning; to let it die out meant death by stoning; and loss of chastity, death by arrows. They wove garments for the priests, who occupied large residences on tops of the pyramids, and for the idols. On festival days the idols were dressed in a glory of fine clothing, and gold and jade.

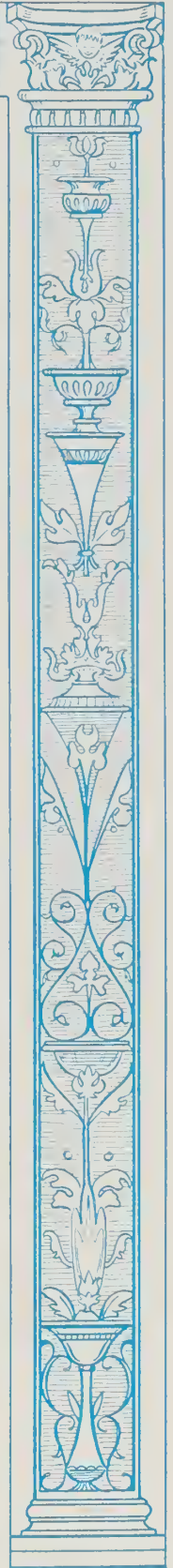
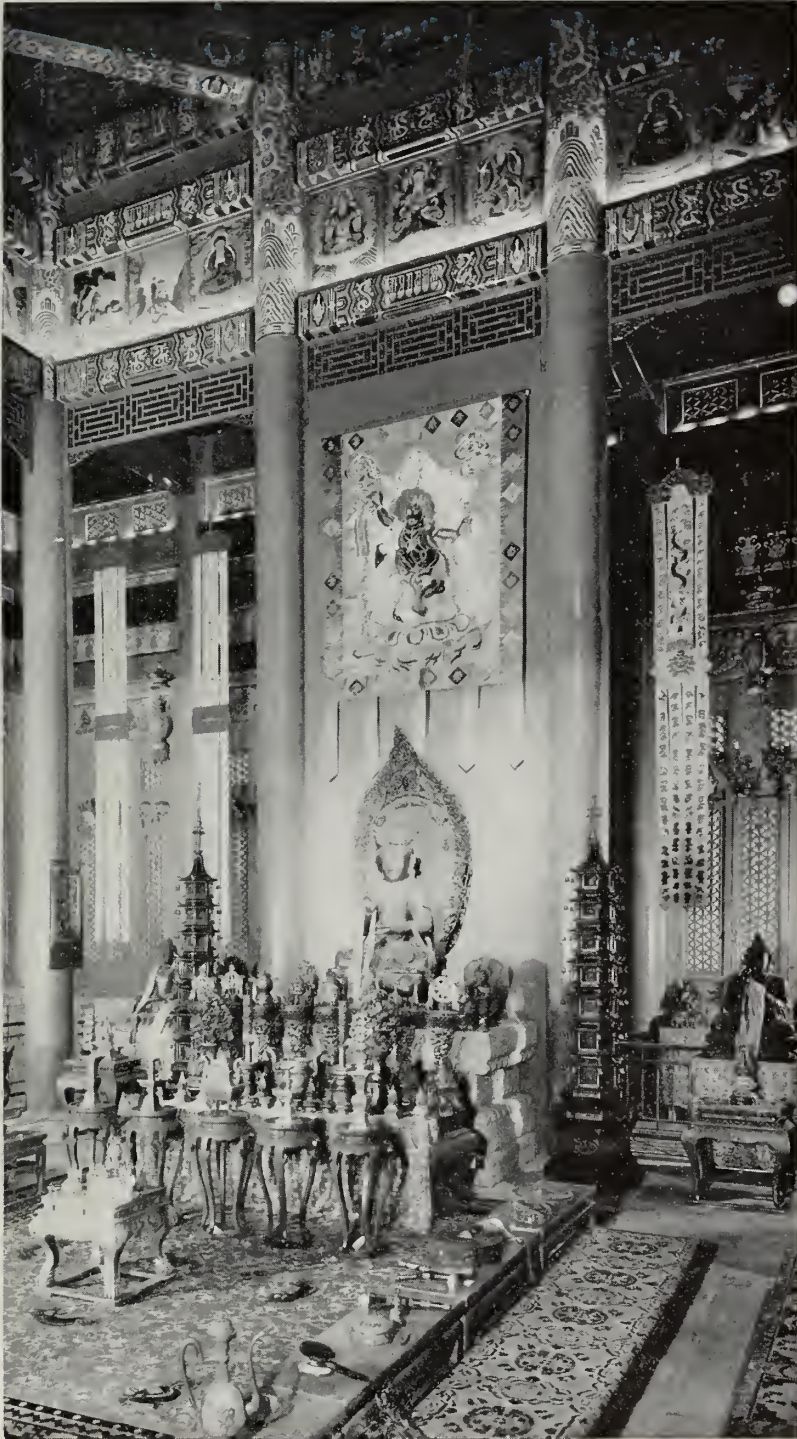
And from this story of a vanished civilization you go out to view the living descendants of another civilization—the North American Indian.

The Indian Villages


To the north and across the pedestrian way, stretches the area in which the North American Indians live, during the Fair, in as close an approximation of their native life as it is possible to attain. A section of a Northwest Coast village is reproduced, with a plank house and carved totem poles. There is one of the woodlands groups living in wigwams and practicing a limited agriculture. In contrast to these are the tipi-dwellers of the plains, whose greatest source of food supply was the buffalo hunt. Then come the Navajo, roaming people, in some measure, and the Pueblos, with terraced villages.



The Golden Temple of Jehol



Interior—The Golden Temple of Jehol



All about these tribal homes swirls the colorful panorama of the Fair. And it's only a little way in steps—but centuries in time—to another striking display of life, the modern American home.

The Bendix Lama Temple

From the present with its daring structures of steel, embodying modern ideals of beauty and utility, you may travel swiftly through the centuries and halfway around the world to an alien shrine.

It is the resplendent sight of the Golden Pavilion of Jehol, its gold-leaf roof glistening in the sunlight, that transports you to China of the Eighteenth century, with its culture and art that amaze and delight us today. It is placed westward from the Hall of Science, at Sixteenth street, like a jewel in a magnificent tiara.

The Golden Pavilion, the original of which was built in 1767 at Jehol, summer home of the Manchu emperors from 1714 until the termination of the dynasty twenty years ago, was brought to the 1933 World's Fair and the City of Chicago by Vincent Bendix, exposition trustee. Dr. Sven Hedin, noted Swedish explorer, acting for Mr. Bendix, spent two years in Mongolia before he selected this as the finest existing example of Chinese Lama architecture.

Exact reproductions of the 28,000 pieces of which the Temple is composed were made and numbered at its original site in China. A Chinese architect was employed to interpret these marks and to direct their assembly on the exposition grounds. Chinese artists painted and decorated the finished structure.

The Golden Pavilion is 70 feet square and 60 feet high, rising from a 4-foot pedestal. Its double decked roof of copper shingles is covered with \$25,000 worth of 23-karat gold leaf. On the exterior, twenty-eight columns in red lacquer, 16 feet high, support the lower deck. Twenty-eight other columns, 30 feet high, form part of the wall. Inside, twelve 37-foot columns support the gilded ceiling and the upper deck.

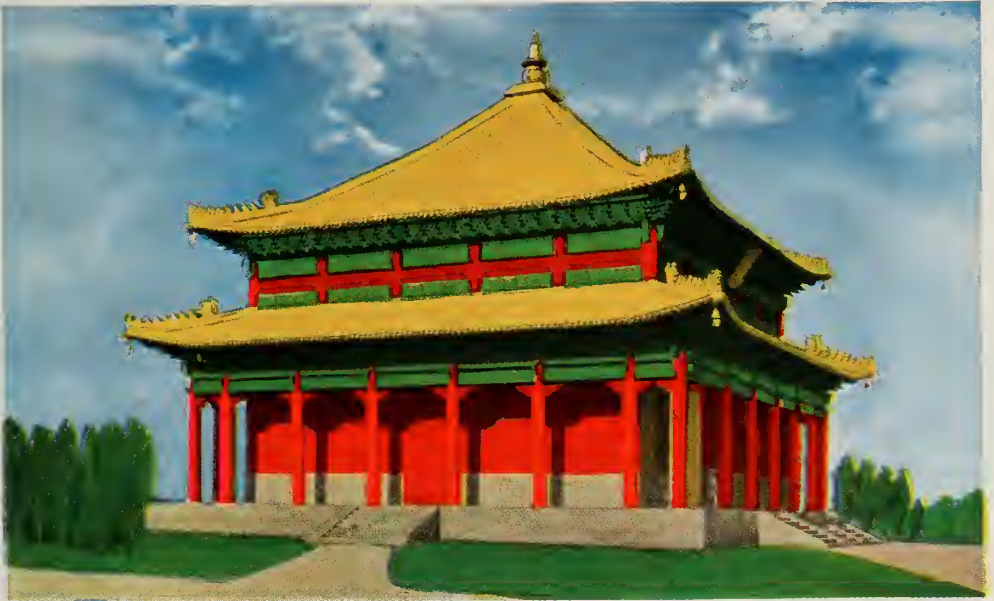
Carved grills, in red, blue, yellow and gold, enclose the glass window panes. The cornice beams are gilded and carved with images of dragons, cats, and dogs. Hundreds of pieces of carved wood form the ceiling.

A Chinese guide, speaking excellent English, describes for you the treasures contained in the Temple. One of the interesting objects he points out is the "prayer wheel," which the devotees turn instead of repeating prayers. One turn of the wheel is the equivalent of many million prayers. There is an interesting temple drum, trumpets so long that the player requires the services of an assistant to hold them up, bronze and gilded wooden Buddhas, images of numerous other gods and goddesses, altar pieces, incense burners, trumpets, masks used in sacred dances, silver lamps, temple bells, and rare carpets.



The Hall of Religion

A large, beautiful building that expresses the spirit of modernism and at the same time the more mellow, more traditional spirit of holy things. Its tower-carillon chimes religious melodies and within is a chapel for meditation and prayer, a pipe organ, assembly rooms and many interesting features. Here, the followers of many faiths tell the story of man's rise through religion and join in a solemn manifestation of the supremacy of God.



The Golden Temple of Jehol

An exact reproduction of the original which was built in 1767. Dr. Sven Hedin, noted Swedish explorer, acting for Mr. Vincent Bendix, the donor, selected this as the finest existing example of Chinese Lama architecture. It consists of 28,000 pieces put together without the use of nails. Its double decked roof of 25,000 copper shingles is covered with 23-karat gold leaf. On the inside is exhibited bronze and wooden Buddhas, images of numerous other gods and many interesting objects of worship.

LIST
OF THE
UNIVERSITY OF ALABAMA

Beautiful Homes of Today and Tomorrow

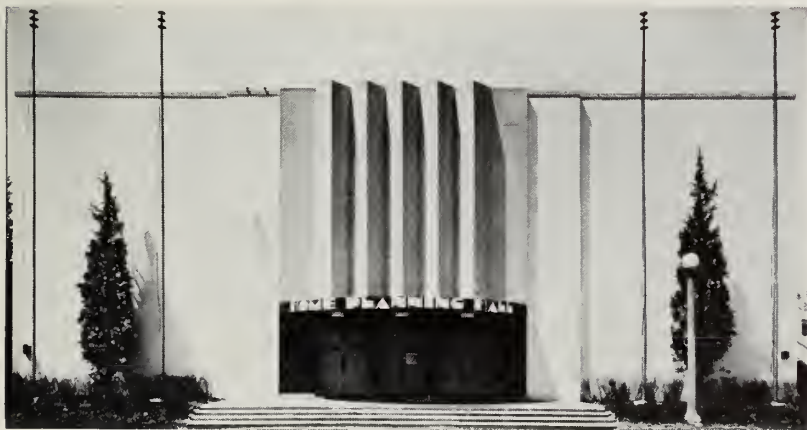
Home Planning Hall


Though not technically a part of the Social Science group, a culminating chapter of the story could center in Home Planning hall, and in the homes which make up the housing section of the Fair. North of Thirty-first street, Home Planning hall and a group of eleven houses are designed to show progress in architecture, comfort and economy.

Home Planning Hall is the general exhibits feature of the Home and Industrial Arts group. It is devoted to exhibits of heating, plumbing, air conditioning, refrigeration, home equipment, household appliances, and building materials.

Grouped around the buildings on the lake front, with appropriate landscaping, are eleven exhibit homes. Eight of them undertake to illustrate in a modern way, to the family of limited means, the use of prefabricated building units, new materials, and new methods of construction. All these small houses are designed without cellars and with integral garages. All but one are constructed with flat roof decks and solariums which make maximum use of sunlight for health and enjoyment. All seek to cut the cost of small home construction and provide greater living values.

Most of the group were produced by manufacturers to illustrate use of their materials, yet architects and decorators have had full play in carrying out the theme of progress, wholly aside from the commercial factor involved. The houses in this interesting group are listed below:





Brick Manufacturers' House

Andrew Rebori, of Chicago, is the architect. The house was built by the Common Brick Manufacturers' Association, and demonstrates reinforced brick construction. The house is built, virtually, in one piece; walls, floors, and ceilings, all of brick, are held together as a unit by steel rods run through the masonry. It has three stories with balconies on the two upper floors. The second floor includes the living room, dinette and kitchen, and the first floor the cooling and heating plant and a game room. The third floor has two bedrooms, bath and porch, and the roof a recreation deck and garden. Cost, \$4,500.00, exclusive of equipment. Interiors by the Brick Manufacturers' Association.

Armco - Ferro Enamel House

This house was built for the American Rolling Mill Company and the Ferro Enamel Corporation, by Insulated Steel, Inc. This house is unique in that it is frameless; no structural steel being used. The walls are box-like units, factory fabricated, house high, and welded at the shop in various widths. When set up, the walls are filled with rock wool. The exterior is panels of vitreous enamel iron nailed on with "belyx" nails. There are seven rooms, bath and lavatory, and integral garage. The deck roof gives space for a solarium and open porch. There are four bedrooms on the second floor, with six large closets. The architect was Robert Smith, Jr., of Cleveland. Cost, exclusive of equipment, \$4,500.00. Interior decoration was done by Ladies' Home Journal, and the furniture was provided by Kroehler Furniture Company.

General Houses, Inc., House

This is another all-steel, frameless house, with nothing made at the site except the concrete piers. The steel chassis was set in place, and the panels bolted on to form a complete shell; then the roof panels were bolted on, windows and doors installed, and the house was ready for paint. It has been estimated by the General Houses, Inc., that these simple units make possible an almost endless variety of designs, and that a week's time could suffice for the erection of a four or five-room house. Howard T. Fisher, of Chicago, was the architect. Cost, exclusive of equipment, \$4,500.00. Furniture by Kroehler Furniture Company.

Good Housekeeping-Stransteel House

Here is a steel frame house of highly modern design, with a large recreation room on the second floor. The exterior is enamel-finished steel, backed with Haydite and fastened with nails. Two bedrooms are on the ground floor. The large recreation room on the second floor gives access to the terrace, which covers the greater part of the flat roof. The architects were O'dell and Rowland of Detroit, Mich., with Dwight James Baum of Good Housekeeping Magazine as consultant. Cost, exclusive of equipment, \$7,900.00. Interiors by Good Housekeeping.



Rostone House

A six-room house built by Rostone, Inc., and the Indiana Bridge Company. Rostone is a building material composed of limestone and shale, and can be had in any color. The material is prefabricated in standard sizes. The house has all the living quarters on the first floor, with a glass-enclosed solarium occupying a fourth of the space of the roof deck, which covers the entire house. The architect was Walter Scholer of Lafayette, Indiana. Cost, exclusive of equipment, \$6,000.00. Interiors by Thomas E. Smith and Tobey Furniture Store, Chicago.

"Design for Living"

John Moore, of New York, was the architect and builder of this unusual house. It is of two stories; the first includes a large living room, with two L-wings, one a commodious dining room and the other a library study opening on a large porch. The upper floor holds two bedrooms with bathroom between. The full length of the house is occupied by a roof terrace, giving room for outdoor sleeping, and for recreation. Cost, exclusive of fixtures and equipment, \$4,000.00. Interiors by Gilbert Rohde, interior designer, New York.

Masonite House

This house was built by Masonite Corporation, with Frazier and Raftery, Chicago, as architects. It has a living room with 12-foot ceiling and large groups of windows on two sides. The dining bay is part of the living room, with a group of windows, centered by a French door, leading to a terrace. Two bedrooms and bathrooms are also on the first floor, with a wide hall and staircase giving access to the den upstairs and the covered and open decks of a modern roof. The walls of one of the bedrooms are covered with broad-loom woven cellophane, with hangings of knitted cellophane. Cost, exclusive of equipment, \$7,500.00. Interiors by Marjorie Thorsh, interior decorator, Chicago.


Lumber Industries House

The National Lumber Manufacturers' Association built this house. It is a five-room dwelling, modern in design, and, differing from other houses in the group, has a pitched roof. The walls and ceilings are paneled with various woods, achieving unique designs and demonstrating logical lumber uses. Ernest Grunsfeld of Chicago was the architect. Cost, exclusive of equipment, \$4,500. Interiors by Wolfgang Hoffmann, interior designer, New York.

"House of Tomorrow"

A circular glass house, incorporating possible indications of what the future may bring in housing has been constructed. The house is built around a central mast which contains plumbing pipes, gas pipes, electric wires and the like. The exterior walls are of clear glass, and there are no windows. Privacy is obtained by glass curtains and roller and Venetian blinds. The most modern equipment





available has been used, including everything from an airplane to electrically controlled doors. The furniture is specially designed. The ground floor includes the airplane hangar in addition to the garage; the roof above forms an extensive deck terrace, opening from the living room floor, and there is a similar deck around the drum-shaped solarium on the third floor. The ventilation is all by filtered, washed, heated or cooled air, recirculated every ten minutes. There are no closets, but movable wardrobes are used.

The house has been built by Century Homes, Inc., and the architect was George Fred Keck, of Chicago. The house is frankly declared to be a "laboratory" house, for the purpose of determining the attitude of World's Fair visitors to the idea of an utterly different home. Future homes of the type, it is said, could be built at prices within the range of the other small houses in the group, although price has been no object in building this house. Interiors by the late Irene Kay Hyman, interior decorator, Chicago.

Florida Tropical House

This is a house built to meet the requirements of people with larger means than average. It is designed for climates approximating that of Florida. There is a two-story living room overlooked by a balcony. The dining room is separate from the living room. On the ground floor also are two bedrooms and a large bathroom. A tile-paved loggia is laid on the water side of the living room, connecting with the dining room. The roof of the house is a sun deck, living deck and recreation deck, except for the space taken by the upper half of the high room. Robert Law Weed of Miami, Florida, was the architect, and the cost, exclusive of equipment, approximately \$15,000. The striking and original interiors were designed by James S. Kuhne and Percival Goodman, Chicago and New York.

W. & J. Sloane House

This house, not designed to feature building methods, but rather to display elaborate interior decoration, was built by W. & J. Sloane of New York. It has a large living room with dining bay, gallery, three bedrooms, servant's room, kitchen and terrace, offering fine opportunities for exhibits of furnishings and interior schemes. A garden at the rear is sponsored by the Garden Clubs of America.

The Glass Block Building

An unusual building has been built by the Owens-Illinois Glass Company as the landscape pavilion of the James W. Owen Nurseries, landscapers of the Home & Industrial Arts Group. This is a building of glass blocks, with a central shaft fifty feet high. The glass blocks are many colored, semi-transparent, and approximately the size of the ordinary paving bricks. The colors are painted onto the glass which is itself colorless. The building houses a display of garden equipment and furniture, new and unusual flowers, and a complete display of the Owens-Illinois Glass Company.

Southern Cypress Manufacturers' House

A group of dealers in "the wood eternal," cypress, banded together and decided to build a house that would show the multitude of uses for cypress. One of the houses in the model housing group is constructed throughout of cypress, and in it are arranged the different treatments and uses of this beautiful wood.

Johns-Manville Building

The building of the Johns-Manville corporation, designed by Ely Jacques Kahn, of New York, features a remarkable mural by Leo Katz. It is painted on asbestos cement panels and measures 90 by 20 feet. In addition to this unusual mural the building houses displays telling the story of Johns-Manville's efforts to control



**Part of famous mural by Leo Katz in
Johns-Manville Exhibit**

heat, sound, cold, and motion. The corporation also shows here materials for remodeling and modernizing homes and industries.

Crane Company Station

Just where the intra-mural bus stops at the place they call Station seven, the Crane Company has built a series of glass enclosed show cases, and has filled them with examples of plumbing, and heating materials for use in homes and factories. They have, too, some of the latest designs for plumbing fixtures in the newest color combinations. There is also an information service that answers any questions you may wish to ask about home fixtures.

Kohler of Kohler Building

Kohler, Wis., has long been famous as a model town. The man who founded it and developed a great business of supplying plumbing fixtures in new and unusual shapes, designs, and colors, came to Chicago, selected a spot and erected a Grecian building in the modern style. Great, plain pillars rise from the ground and form a portico, and about six feet in back of the pillars is a huge glass wall extending the length of the building. Inside are enormous photographs of the town of Kohler, while examples of the products of the town are arranged throughout the hall.

Gas Industry Hall

Adjoining Home Planning hall, to the south, is Gas Industry hall, with exhibits graphically portraying the rise, progress, and present status of the gas industry (both manufactured and natural) as a source of smokeless fuel for household, commercial, and industrial use.



All Steel House



Ferro Enamel House



Design For Living



House of Tomorrow



House of Today



Cypress House



(Left)
Masonite House



Florida House



Lumber Industries House



Kaufmann-Fabry Photo
Common Brick House



Good Housekeeping House



Rostone House



The Drama of Agriculture

For centuries, men farmed mainly as their fathers had farmed before them. In the last 75 years, a great change has come. It is depicted in a dramatic way in the Foods and Agricultural building, over on Northerly island, just north of the U. S. Government building. Because of its great length, this building is easily reached, either over the Twelfth Street or the Science bridge. It covers a gross area of 95,115 feet and is 658 feet long. Arthur Brown, Jr., and Edward H. Bennett were the architects. The Dairy building immediately north covers 15,000 square feet. The same architects designed it.

A Semi-Tropical Setting

Outside the buildings, you will see orange and lemon trees, grapefruit, and other tropical and semi-tropical vegetation flourishing. It is a transplanted exhibit from Florida as a part of the state representation. One of the finest collections of its kind ever assembled, it adds a note of exotic beauty to this group of buildings.

There are roof terraces, fitted up as outdoor lounges, providing perfect vantage points for a view over the colorful lagoon, up and down the Fair.

If you already have visited the Hall of Science, you will, in a measure, be prepared for the swift sequences of the stories of farm, food, dairy, and farm machinery.

Biology has pointed the way to improve plants and animals by selection and breeding, and to adapt them to new living conditions.

Chemistry has taught us to banish or to put to good use insect life and fungus growths; to analyze the soil and enrich it. Physics has made possible larger and better cultivation by means of farm implements, power to lighten the farm tasks, and to increase profits. Meteorology tells the farmer the best times to plant and harvest. Medicine plays its part in the prevention and cure of animal diseases.

Today agriculture is a trinity—an art, a science, and an industry.

Throughout this group you see the story of foods, their production, and preservation, and their distribution told by dioramas, moving models, and actual processes. You see salt brought up from mines, and purified. You see how salt is obtained from the great flat beds near Salt Lake City. You see the preparation of tea; model equipment for a biscuit making factory; a great commercial kitchen, and its evolution from the primitive and old fashioned home cookeries; you see a popular drink actually made; and a miniature brewery to show how beer is made; the making of barrels for a multiplicity of purposes; how fish

are caught and canned; how sugar is processed; bees at work in a glass hive; and a Costa Rican coffee display.

Livestock and Meat Industries

The livestock and meat industries, forming one of the largest divisions of American agriculture, have combined to show you an interesting picture in the center wing of the Foods and Agricultural building. Here



Decorative Detail, Agricultural Building

a long facade flashes and changes with colorful lights. As you enter, your attention is caught first by the figure of the lone cowboy mounted on his horse, watching his herd at a water hole in the grazing grounds. Changing lights transform the scene alternately from night to day. At the left, a large diorama shows a modern feeding farm. The sun shines and there are lush corn fields. Moving trains of livestock cars are on their way to market.

After you have seen a comparison of the 1833 and 1933 types of hogs and cattle, you enter into a white-tiled cooler to see how meat is cut and preserved. A retail store next claims you, where a robot indicates the choice cuts of meat, and gives a short talk on each. A revolving stage shows four scenes illustrating the values of meat diets. A great arch of a rainbow presents the pleasures of camping, picnicking, and boating. Startling optical illusions show the component parts of a satisfying meat meal, changing suddenly into a healthy child playing.

These highlights of the story of the livestock and meat industry are interspersed with striking depictions of the history of the two industries, the distribution of meats, and the methods taken for protecting the public in the handling of meats.

The Illinois Agriculture Building

The State of Illinois presents a story of middle-western farming, and demonstrates the work that is carried on by the state to promote the industry, and to make life happier and more profitable for those who till the soil.



Foods and Agricultural Building

Here is also given a dynamic exhibit of one product—the soy bean—dwelling in obscurity for most of us, yet holding a place of such importance to agriculture and industry that it brings strikingly home the great work of science in developing a simple gift of the soil and turning it to numberless uses.

The International Harvester Building

The vast part that industry has had in making it possible for agriculture to feed the world is strikingly told in the International Harvester building, north from the Food and Agricultural exhibits. All the marvelous machines and implements devised to lighten drudgery and increase production are shown in an interesting setting that makes this one of the feature spots on Northerly Island.

The Dairy Building and the Color Organ

If you begin your trip to the Agricultural group from the north rather than the south end, the sweeping main entrance of this big building is only a few steps from the north, or Twelfth Street bridge. You enter into a large lobby. Beyond is a cyclorama on which streams of color play, flowing over it in masses or in subtle shadings or clashes of startling contrasts. At an organ console, a player's hands finger the keyboard, causing the variations of color. The instrument is the Clavilux, or color organ, designed to play with color as musical instruments play with sounds.

With the "color music" for accompaniment, a spectacle is presented in the darkened amphitheatre in several episodes, showing how, in one



The Dairy Building



Scene of Egg-Laying Contest

of the earliest steps toward civilization, the cavemen became herdsmen, showing the bringing of the first cows to the Plymouth colony, the trek of civilization westward, and today's organized dairy industry with its scientific preparation, distribution, sanitation, and refrigeration of milk and milk products.

After eight minutes of the pageant drama, wide halls brilliantly illuminated and containing artistic scenes invite you into Industry Hall. Transparent figure groups show the four ages of humanity—Childhood, Youth, Prime, and Maturity—and the effect of dairy products' diet on the physical and mental powers. A mechanical reproduction of a cow shows the animal as a chemical laboratory, manufacturing milk.

You enter Commodity Hall, and witness the preparation of ice cream, cheese, butter, milk, and dry milks. An illustrated exhibit permits you to follow milk from the country receiving station to the refrigerated tank car, to the receiving tank at the city milk plant, through the processes in the plant, and to the delivering wagon.

A dairy restaurant overlooks the lagoon. Next to the restaurant on the same level are club rooms for members of the Century Dairy Club. The members are contributors to the dairy exhibition, which was produced by Century Dairy Exhibit, Inc., with Dr. H. E. Van Norman, manager and president.

A Poultry Show

Near the Thirty-seventh Street entrance there is a poultry show, with an international egg-laying derby as the principal feature, champion hens from twenty-eight States, from the Dominion of Canada, and four other nations, competing. The egg-laying contest started a month before the Fair opened, and will be ended two days before its close. Besides the egg-laying contest, there is an exhibition of specimen flocks of unusual varieties of domestic, and wild, land, and water fowl.



A Fairyland of Flowers

Transformation of 424 acres of barren, sandy, man-made land—wrested from the bottom of Lake Michigan—into a garden spot of velvety lawns, hundreds of trees, shrubbery and brilliant flower-beds was the task confronting landscape engineers and horticulturists at Chicago's 1933 World's Fair.

The problem of landscaping confronting Messrs. Vitale and Geiffert, the landscape architects, could not be too carefully studied, for it is the landscaping which forms the setting of the Fair. Not only do the trees, terraces, hedges, and gardens decorate and beautify each individual building, but they have been placed and designed so as to weld the entire exposition area into a complete and harmonious unit. Type of tree, shape of pool, variety of flower, height of hedge and terrace, massing of shrubbery, have all been carefully and subtly adapted to the type and architecture of the particular building which it decorates, so that each spot has its own unique place in the carefully designed pattern of the entire area.

One of the first tasks was the transplanting of hundreds of trees. All of these trees, except the cedars, came from Illinois, and Fair visitors will be refreshed by the shade of avenues and clumps of maples, elms, lindens, horsechestnuts, and lombardy poplars. There will be twenty acres of smooth, hedge-bordered lawn studded with green and flowering shrubs; and the delicate tracing of young vines will add to the charm of many of the walls of the buildings.

Probably the most spectacular part of the landscape effects will be the flowers. Twenty-four thousand square feet of flower beds will be scattered about the grounds, planted in a fragrant and colorful profusion of heliotrope, geranium, marigold, petunia, snow-on-the-mountain, salvia, begonia, dusty miller, and ageratum.

An Avenue of Color

Stroll from the Hall of Science southward to the Hall of Religion through an "avenue of color," a walk 1,000 feet long. Its bordering flowers are three kinds of gladiola, early, middle and late. At either approach of the Sixteenth Street bridge will be another colorful display of gladiola.

Dahlia and Peony Gardens

On southward, the landscaping surrounding the Home and Industrial Arts group, with the Dahlia gardens, flaunting their riotous color, may allure you, and the enormous Peony gardens make a spot of soft bloom near the Lincoln group.



Cloistered Beauty—Cypresses and the Carillon, Hall of Science

Alpine Gardens

Just south of the Twenty-third Street entrance are the Alpine Gardens, a half acre in area, with wide paths and terraces and shade trees and evergreens. From the upper terraces water cascades down to a pool at the bottom, in which water lilies float, and goldfish disport them-

selves. The rock ledges are formed of beautiful weathered stone, and there are restful garden seats where you may sit and watch the kaleidoscopic scene of the Fair. Rare plants gathered from abroad can be enjoyed, such as the flowering onion of Thibet, the Cupid's dart from Greece, many varieties of lilies from China and Japan, a sedum from Russia and an exceptionally rare fall flowering crocus.



The Alpine Garden

Tribute to Cermak

In a special place in the Horticultural area there's a little rose bush, a memorial to Anton J. Cermak, martyred mayor of Chicago.

Shortly before the shot of an assassin, intended for President Franklin D. Roosevelt, at Miami, Fla., so wounded Mr. Cermak that he died a few days later, Jan Bohn, noted horticulturist of Blatna, Czechoslovakia, boyhood friend of the late mayor, had christened one of his newest rose creations the Anton Cermak. Their friendship had been renewed when the mayor visited his native country, on a tour of Europe in the interest of the Fair. It was decided to have an example of this variety planted on the World's Fair



The Horticultural Building



Crimson and White Cosmos

grounds in honor of the living mayor —after his tragic death, the memorial bush was decided on.

Here again is a garden of prairie flowers, forming a dooryard for a Lincoln log cabin. Here are California blooms, with a background of mountains and a California mission house, and a brook babbling a soothing course through a forest preserve garden, with shaded footpaths and rustic bridges.

Northerly Island

Crossing the bridge to Northerly island, the splendor of gardens and foliage continues. Whether it is the formal simplicity of shaded and hedge-bordered pool and paths of the courts of the Electrical and the Agriculture buildings, the Italian garden flanked by a row of prim tall trees, or the great garden of roses, your eyes will be delighted by the quiet and charm of these spots.

Within the Horticultural Building

You will have seen dioramas in many exhibits throughout the Fair, but in the Horticultural building, a concession to which an admission fee is charged, are different ones. Gardeners and florists have used real trees, real flowers, real brooks, to present scene after scene in dioramic settings. The first you will encounter as you enter the hall is a tropical scene, with tall trees, and a tangle of vines and vivid flowers. Another is a colonial home, and about it real moss, lilies of the valley and spacious lawns. Here is a southwest desert, with forbidding cactus abounding, and Joshua trees. Another is an Italian lake, rimmed by trees, and with flowers in front. Others are a scene in the northern Michigan woods, with cool winds wafting the pleasant odor of balsam from the great trees; a doorway court garden; a sixteenth century interior, with cunning flower arrangements, and through the windows glimpses of an old fashioned garden.

Concealed skylights flood the flowers with sunshine, or, when needed, the blossoms are bathed in ultraviolet rays, from lamps.

The Hall of Religion

Near the Twenty-third Street entrance, and north of the Midway, or street of carnival, stands a unique building. It strives to express the spirit of modernism, that is the voice of the Fair, and the more mellow, more traditional spirit of holy things.

Its tower-carillon chimes religious melodies, and within is a chamber of quiet, a chapel of meditation and prayer. It is the Hall of Religion. Here, the followers of many faiths tell the story of man's rise through



The Chalice of Antioch

religion. Jew and Gentile, Baptist and Methodist, Presbyterian and Lutheran, Christian Scientist and Episcopalian, join in a solemn manifestation of the supremacy of God.

The Chalice of Antioch

Here you can see one of the rarest relics of Christianity; the silver Chalice of Antioch. Only once, since being brought to America 19 years ago, has it left the sanctuary of a strong box in New York. Then it was lent to the Musée du Louvre in Paris. Its value is inestimable and it is heavily insured. Archeologists, biblical scholars, writers and artists who have studied this chalice pronounce it to be the earliest known object connected with the Eucharist.



The chalice was found in Antioch, Syria, by Arabs digging in the ruins of what once had been a great city. With it were other religious pieces also shown in this exhibit. The chalice stands 7.56 inches high and would hold about two quarts of liquid. That it was made by a very great artist, all eminent students agree. He has presented in beautifully sculptured figures two scenes of the Christ, each surrounded by five of his followers. One shows Jesus as a mature, yet young man, beardless, dignified, clothed in a toga. Below him, are Paul and Peter; above, at left and right, are James and Thaddeus. Behind Paul is an old wrinkled man, St. Andrew, brother of John.

The other group shows Jesus as a boy holding in his hand the scroll of the law on two staffs. Matthew, Mark, Luke and John sit around him, and behind Matthew is St. James the Greater, brother of John.

According to orientalists the chalice is truly representative, in design and decoration, of the golden age of Hellenic art, and probably the last example extant.

All Religions are Represented

The Hall of Religion commands a beautiful view of the Lagoon. It stands on a curve in the shore-line that gives it prominence in this section of the grounds. The architects were Thielbar and Fugard, and it represents the fulfillment of a dream of George W. Dixon, Chicago business man, and many of his associates to tell the story at A Century of Progress of the advancement of mankind through religion. Six rare, stained glass windows by Connick of Boston, were borrowed from the great East Liberty Presbyterian church in Pittsburgh.

This building is entered through a door of ecclesiastical design, over which are the words, "Righteousness Exalteth a Nation." You walk into an octagonal rotunda, the walls of which are adorned with illuminated murals. These murals represent the world's best known religions—man's universal aspiration for God—Christianity, Buddhism, Confucianism, Mohammedanism, Judaism, the early American Indian's worship of the Great Spirit, the ancient Persian and Grecian faiths.

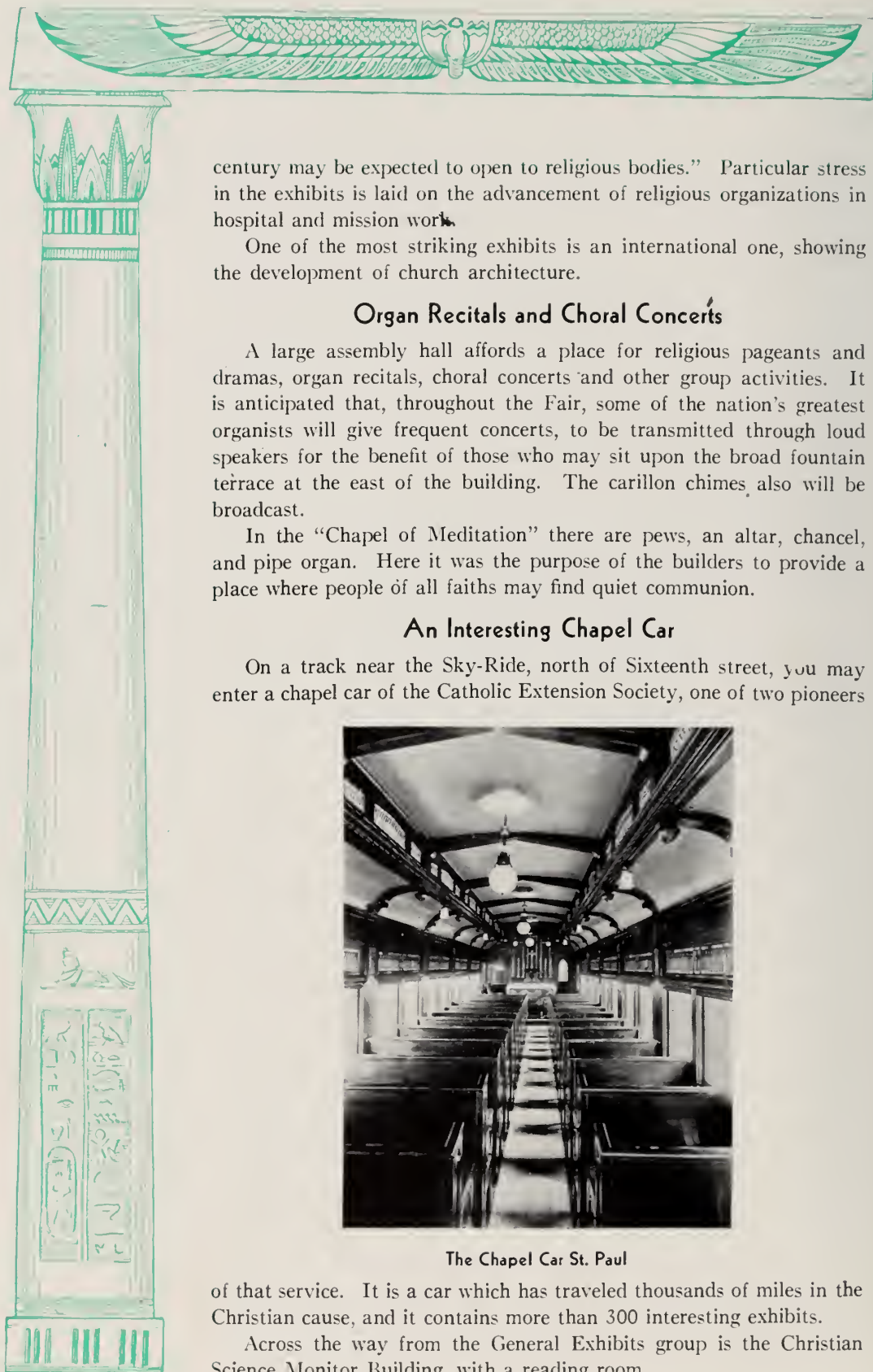
Churches Cooperate

To your left, from the main lobby, or rotunda, is an exhibit of the American Bible Society, and to the right are exhibits by the Christian Century Press, and the Protestant Episcopal Church of America. A 300-foot exhibition hall houses exhibits of the National Lutheran Council, and the Lutheran Synod of Missouri, the Church of Christ, Scientist, the King's Daughters. Another exhibit hall holds a unified exposition of the Methodist, Presbyterian, Congregational, Baptist and other Protestant churches.

Religious Welfare Organizations

The Salvation Army, Jewish Societies, Near East Foundations, Church of Latter Day Saints, and the Volunteers of America have interesting exhibits. They join in telling "the services which religion has recorded in the past century, and the continuing service which the next





century may be expected to open to religious bodies." Particular stress in the exhibits is laid on the advancement of religious organizations in hospital and mission work.

One of the most striking exhibits is an international one, showing the development of church architecture.

Organ Recitals and Choral Concerts

A large assembly hall affords a place for religious pageants and dramas, organ recitals, choral concerts and other group activities. It is anticipated that, throughout the Fair, some of the nation's greatest organists will give frequent concerts, to be transmitted through loud speakers for the benefit of those who may sit upon the broad fountain terrace at the east of the building. The carillon chimes, also will be broadcast.

In the "Chapel of Meditation" there are pews, an altar, chancel, and pipe organ. Here it was the purpose of the builders to provide a place where people of all faiths may find quiet communion.

An Interesting Chapel Car

On a track near the Sky-Ride, north of Sixteenth street, you may enter a chapel car of the Catholic Extension Society, one of two pioneers



The Chapel Car St. Paul

of that service. It is a car which has traveled thousands of miles in the Christian cause, and it contains more than 300 interesting exhibits.

Across the way from the General Exhibits group is the Christian Science Monitor Building, with a reading room.

The United States Government And the States



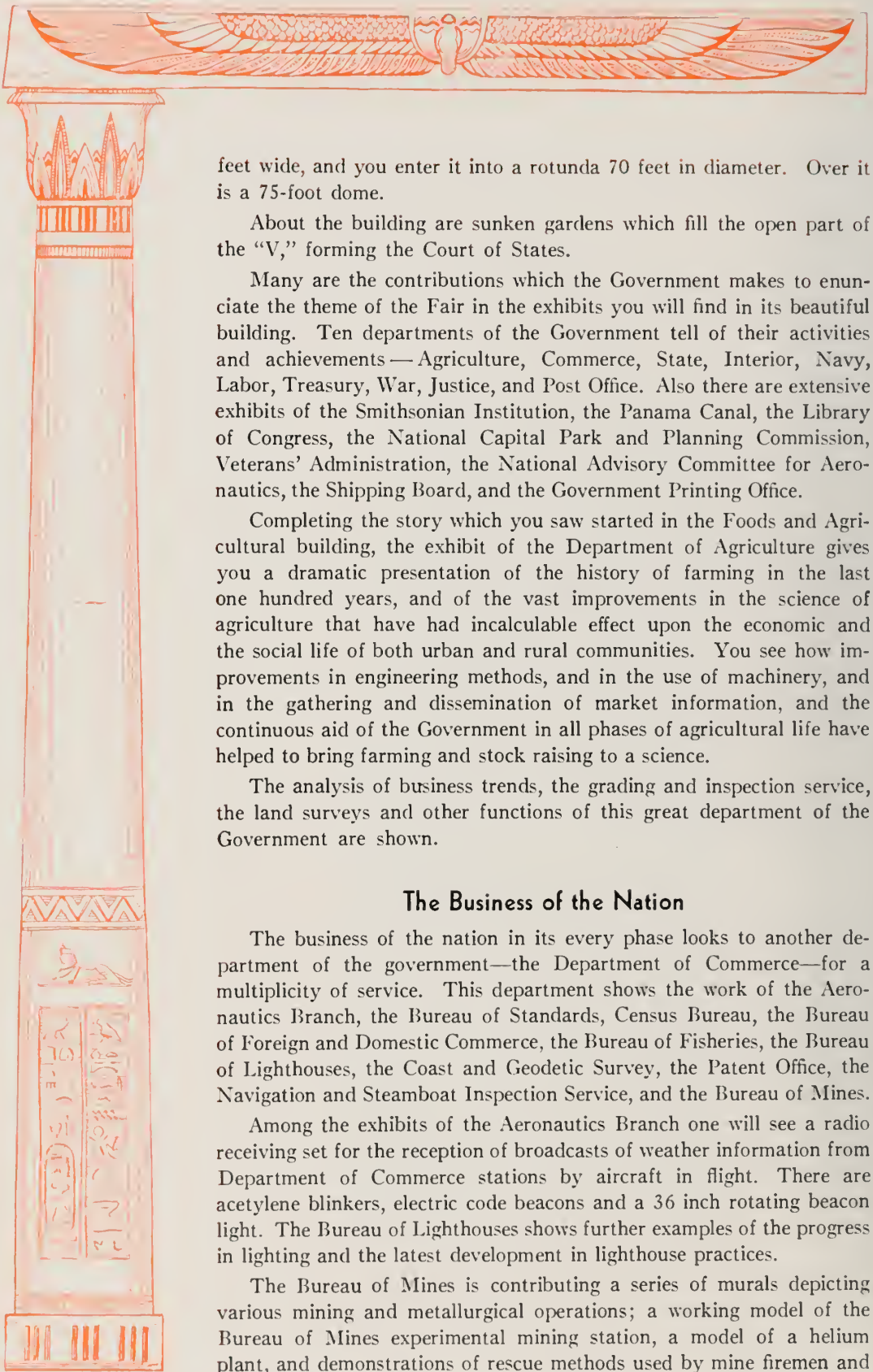
The Federal Building

Where the north Lagoon curves around at Science Bridge, a three-pylon building stands on Northerly island, chromatic yet stately. Above its gold dome three pylons, fluted towers 150 feet high, typify the three branches of United States Government—legislative, executive and judicial. This is the building for which Congress made appropriation to house, develop and maintain the story of Government activities—a story which might be said to be the crowning chapter of the story of science, and its application by industry to the welfare of the people, which A Century of Progress tells.

On the west front of the building a plaza extends to the lagoon, and a 40-foot span to an embarcadero used by dignitaries of state to disembark for a visit to the building.

At its back, and in V-shape seeming to embrace it, is the States building, with its Court of States, thus typifying the increased feeling of loyalty of the citizens to the Union.

The United States Government building is 620 feet long and 300



feet wide, and you enter it into a rotunda 70 feet in diameter. Over it is a 75-foot dome.

About the building are sunken gardens which fill the open part of the "V," forming the Court of States.

Many are the contributions which the Government makes to enunciate the theme of the Fair in the exhibits you will find in its beautiful building. Ten departments of the Government tell of their activities and achievements—Agriculture, Commerce, State, Interior, Navy, Labor, Treasury, War, Justice, and Post Office. Also there are extensive exhibits of the Smithsonian Institution, the Panama Canal, the Library of Congress, the National Capital Park and Planning Commission, Veterans' Administration, the National Advisory Committee for Aeronautics, the Shipping Board, and the Government Printing Office.

Completing the story which you saw started in the Foods and Agricultural building, the exhibit of the Department of Agriculture gives you a dramatic presentation of the history of farming in the last one hundred years, and of the vast improvements in the science of agriculture that have had incalculable effect upon the economic and the social life of both urban and rural communities. You see how improvements in engineering methods, and in the use of machinery, and in the gathering and dissemination of market information, and the continuous aid of the Government in all phases of agricultural life have helped to bring farming and stock raising to a science.

The analysis of business trends, the grading and inspection service, the land surveys and other functions of this great department of the Government are shown.

The Business of the Nation

The business of the nation in its every phase looks to another department of the government—the Department of Commerce—for a multiplicity of service. This department shows the work of the Aeronautics Branch, the Bureau of Standards, Census Bureau, the Bureau of Foreign and Domestic Commerce, the Bureau of Fisheries, the Bureau of Lighthouses, the Coast and Geodetic Survey, the Patent Office, the Navigation and Steamboat Inspection Service, and the Bureau of Mines.

Among the exhibits of the Aeronautics Branch one will see a radio receiving set for the reception of broadcasts of weather information from Department of Commerce stations by aircraft in flight. There are acetylene blinkers, electric code beacons and a 36 inch rotating beacon light. The Bureau of Lighthouses shows further examples of the progress in lighting and the latest development in lighthouse practices.

The Bureau of Mines is contributing a series of murals depicting various mining and metallurgical operations; a working model of the Bureau of Mines experimental mining station, a model of a helium plant, and demonstrations of rescue methods used by mine firemen and



police. There is also a mine rescue car which is shown on one of the tracks immediately adjacent to the Travel and Transport building.

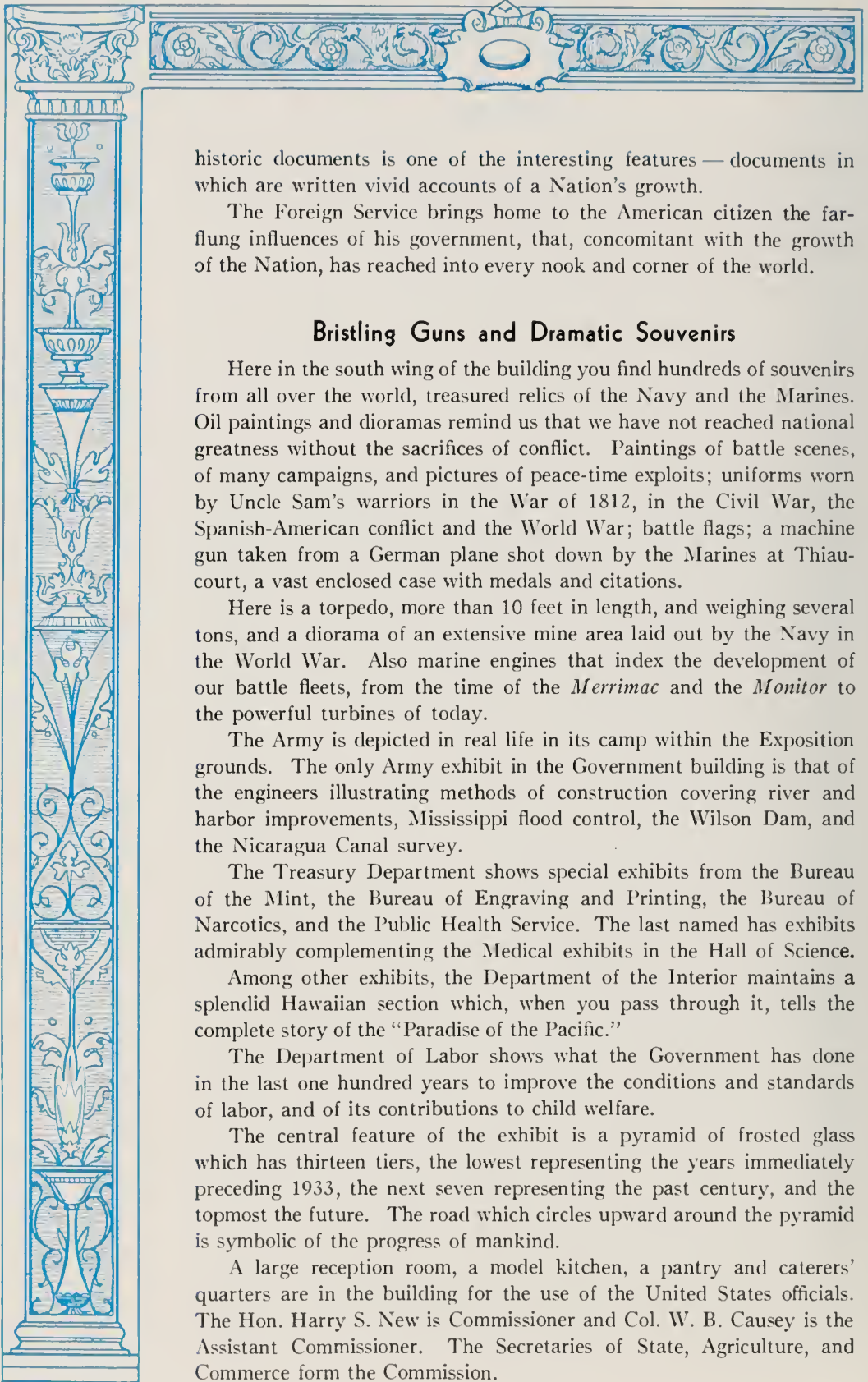
The exhibit of the Bureau of Foreign and Domestic Commerce presents interesting information on government cooperation with and service to, the domestic and foreign trade. There is a large map of the United States which shows in sequence the average value of textile products, shoes, leather, iron and steel, foodstuffs, chemicals, and other merchandise exported from the United States per day over a ten-year period (1923 to 1933).

The exhibit of the Department of State is in two sections, that of the department proper and that of the foreign service. A collection of



The U. S. Government Building and the States Group (Photo by Mario Scacchi)





historic documents is one of the interesting features — documents in which are written vivid accounts of a Nation's growth.

The Foreign Service brings home to the American citizen the far-flung influences of his government, that, concomitant with the growth of the Nation, has reached into every nook and corner of the world.

Bristling Guns and Dramatic Souvenirs

Here in the south wing of the building you find hundreds of souvenirs from all over the world, treasured relics of the Navy and the Marines. Oil paintings and dioramas remind us that we have not reached national greatness without the sacrifices of conflict. Paintings of battle scenes, of many campaigns, and pictures of peace-time exploits; uniforms worn by Uncle Sam's warriors in the War of 1812, in the Civil War, the Spanish-American conflict and the World War; battle flags; a machine gun taken from a German plane shot down by the Marines at Thiaucourt, a vast enclosed case with medals and citations.

Here is a torpedo, more than 10 feet in length, and weighing several tons, and a diorama of an extensive mine area laid out by the Navy in the World War. Also marine engines that index the development of our battle fleets, from the time of the *Merrimac* and the *Monitor* to the powerful turbines of today.

The Army is depicted in real life in its camp within the Exposition grounds. The only Army exhibit in the Government building is that of the engineers illustrating methods of construction covering river and harbor improvements, Mississippi flood control, the Wilson Dam, and the Nicaragua Canal survey.

The Treasury Department shows special exhibits from the Bureau of the Mint, the Bureau of Engraving and Printing, the Bureau of Narcotics, and the Public Health Service. The last named has exhibits admirably complementing the Medical exhibits in the Hall of Science.

Among other exhibits, the Department of the Interior maintains a splendid Hawaiian section which, when you pass through it, tells the complete story of the "Paradise of the Pacific."

The Department of Labor shows what the Government has done in the last one hundred years to improve the conditions and standards of labor, and of its contributions to child welfare.

The central feature of the exhibit is a pyramid of frosted glass which has thirteen tiers, the lowest representing the years immediately preceding 1933, the next seven representing the past century, and the topmost the future. The road which circles upward around the pyramid is symbolic of the progress of mankind.

A large reception room, a model kitchen, a pantry and caterers' quarters are in the building for the use of the United States officials. The Hon. Harry S. New is Commissioner and Col. W. B. Causey is the Assistant Commissioner. The Secretaries of State, Agriculture, and Commerce form the Commission.



The Parade of States

The feeling in previous expositions has been that national participation could be shown only by a separate building for each State. This resulted in some useless expenditure, and participation on an elaborate scale by some, by a scanty representation by others, and by no participation at all in the case of many.

Preferring to emphasize the solidarity of our Union, A Century of Progress determined that the States should be grouped under one roof, architecturally arranged with the Federal building to indicate its support of, and united efforts with, the central government. Your feet will probably turn first toward your native commonwealth, but you will want to visit all. Here is the gathering place of the nation, here friends from different states will meet, or native sons and daughters congregate. It is a beautiful setting for reunion, overlooking the lagoon, with its broad and beautiful Court of States opening by several entrances to the various state and territorial exhibits.

It is a parade of products, beautiful scenery, state flags—a striking procession that tells a great country's history and inexhaustible natural resources.

Puerto Rico has an interesting exhibit in the building; Alaska has a cabin in the rear.

At the western end of the left line of the V-design formed by the States building, looking east, Wisconsin starts the parade, with an exhibition of her agriculture, her industries, and scenic attractions of forest, lakes and streams that appeal to the camper, the hunter, and the tourist. Then comes Puerto Rico, situated on the warm waters of the Caribbean, with exhibits that tell of her beauty, her sugar, coffee and tobacco industry, and scenic, tropical attractions.

Illinois follows, with her exhibit divided into four sections: Mines and Minerals, Public Welfare, Public Works, and Waterways, and the State University, which tell of the advancement which Illinois has made in the 146 years since she became a territory, more particularly in the last century. Illinois also has an agricultural exhibit in the Foods and Agricultural building and a Host house on the Avenue of Flags, described elsewhere.

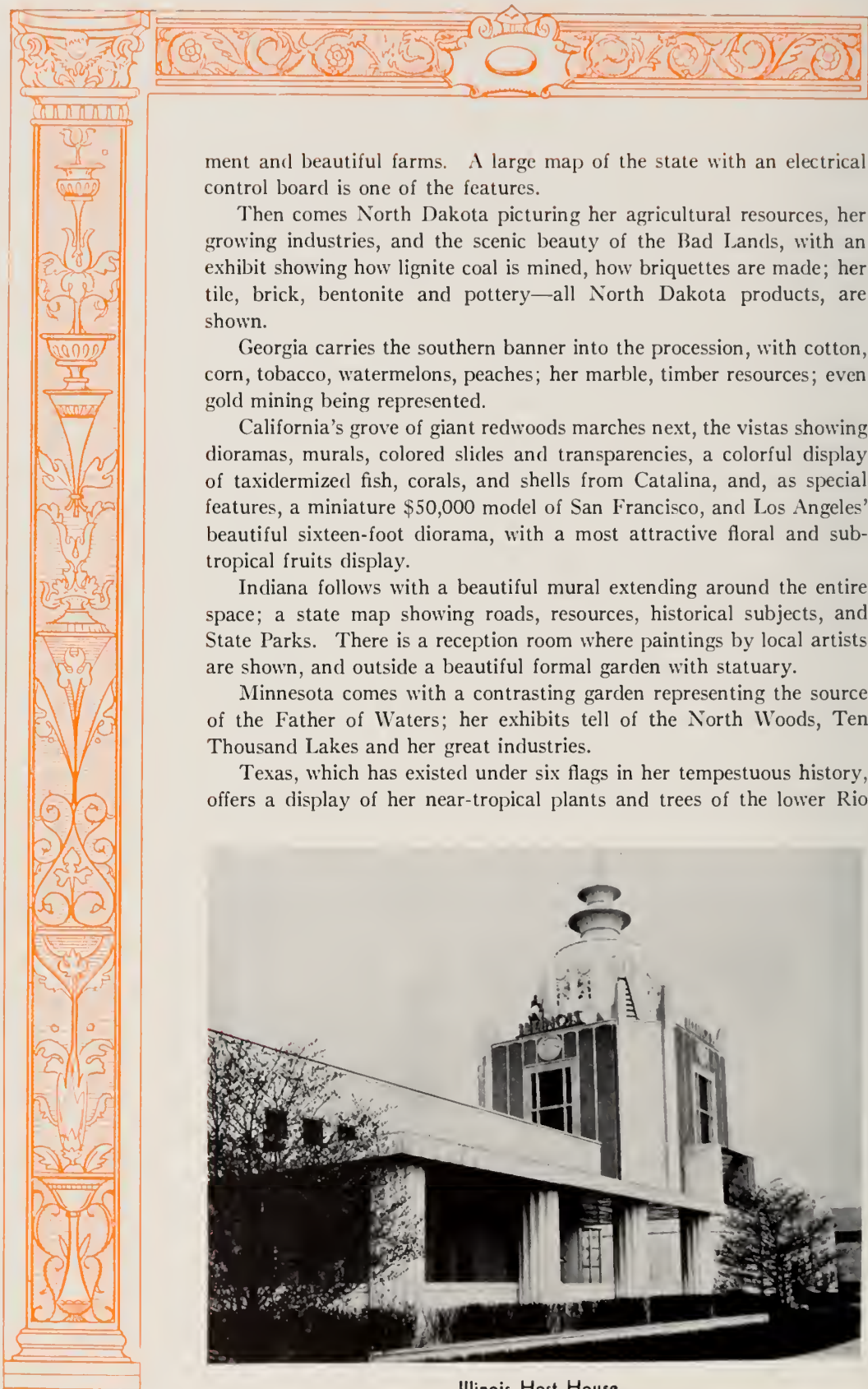
New York has a beautiful garden in her section. Her exhibit tells the story of the great resources with the diverse beauties and recreational features of the Empire State, including the Catskills, Adirondacks, Niagara Falls, and State Parks.

Iowa—the Great Corn State—displays recreational opportunities and State Parks.

Washington brings her story of rich mines, agriculture, the natural scenic beauties of Puget Sound, Mount Rainier, and the Inland Empire in pictures framed in native woods.

Ohio swings into line with her story of great manufacturing achieve-





ment and beautiful farms. A large map of the state with an electrical control board is one of the features.

Then comes North Dakota picturing her agricultural resources, her growing industries, and the scenic beauty of the Bad Lands, with an exhibit showing how lignite coal is mined, how briquettes are made; her tile, brick, bentonite and pottery—all North Dakota products, are shown.

Georgia carries the southern banner into the procession, with cotton, corn, tobacco, watermelons, peaches; her marble, timber resources; even gold mining being represented.

California's grove of giant redwoods marches next, the vistas showing dioramas, murals, colored slides and transparencies, a colorful display of taxidermized fish, corals, and shells from Catalina, and, as special features, a miniature \$50,000 model of San Francisco, and Los Angeles' beautiful sixteen-foot diorama, with a most attractive floral and sub-tropical fruits display.

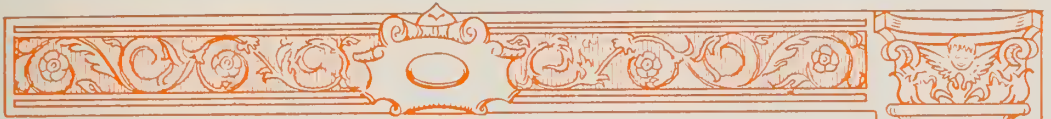
Indiana follows with a beautiful mural extending around the entire space; a state map showing roads, resources, historical subjects, and State Parks. There is a reception room where paintings by local artists are shown, and outside a beautiful formal garden with statuary.

Minnesota comes with a contrasting garden representing the source of the Father of Waters; her exhibits tell of the North Woods, Ten Thousand Lakes and her great industries.

Texas, which has existed under six flags in her tempestuous history, offers a display of her near-tropical plants and trees of the lower Rio



Illinois Host House



Grande, and other exhibits which show her wide range of agriculture, industry and natural resources.

Missouri next relates her story of varied industries, the playground of the Lake of the Ozarks, one of our largest artificial lakes, in picture and cyclorama.

South Dakota presents an exhibit of mining and agriculture and a model of Mount Rushmore, where Gutzum Borglum is carving the likenesses of George Washington, Abraham Lincoln, and Theodore Roosevelt on the mountain side.

Mississippi has devoted its space to the demonstration of her agriculture, industries, raw materials, power, health, recreation and education.

Michigan is stressing her tourist facilities, with a hall in which a temperature of 64 degrees is maintained. A picturesque waterfall leaps over a rocky precipice into a deep woodland pool in which Michigan trout swim about.

Colorado brings an elaborate display of her vast richness in mining, agriculture and industry; her scenic beauties, framed by a reception room in modernistic decoration.

Florida has four exhibits—among her sister states, a colorful patio of a Florida residence, surmounted by a sky of varying daily tints. In the center plays a fountain. Sculptures, murals, dioramas and glassed-in exhibits tell of her farm and industrial life, supplemented by a garden of exotic plants and trees; on the lagoon shore the state has planted a citrus grove of orange and other semi-tropical fruits; on the lagoon floats a spongeboat from the Greek colony at Tarpon Springs, where the divers plunge beneath the waters for sponges planted in the lagoon; in the Home and Industrial Arts area is a Florida home, built largely of materials native to the State.

The Illinois Host House

On the Avenue of Flags, south and across the way from the Administration building, the silver and gold Illinois Host house offers its welcome to all the world. Its 70-foot tower surmounts a structure arranged for the specific purpose of hospitality. Within is an auditorium with a stage, spacious lounges, and rest rooms.

Here are headquarters for Governor Henry Horner of Illinois, chairman of the Illinois Commission, and Louis L. Emmerson, vice-chairman and former governor, and members of the commission. They extend the welcome of the State to visitors from far and near.

A Lincoln Shrine

Three rooms of the Host house are devoted to an unusual showing of the life of Abraham Lincoln, great citizen of Illinois. There is a reproduction of the living room of the Lincoln home in Springfield, and a replica of the famous Lincoln statue by Lorado Taft. Fine relics from private collections, including those of Governor Horner, Illinois State Historical Society, and Oliver R. Barrett, of Chicago, are shown.





Foreign Participation

The true international character of the Exposition is indicated by the dramatic and exotic displays from foreign nations.

In response to the invitation of the United States many nations are participating officially while others are represented by some phase of their industrial, social, or cultural life.

Colorful Italy

The voice of modern Italy, vibrant with the heroic deeds of Fascism, speaks more resoundingly, more intelligently and more forcefully to the World's Fair visitor than that of any foreign nation participating in A Century of Progress.

Italy is proud of the message Fascism has for the world and every effort has been expended to convey that message at the Italian Pavilion, located at the south end of the Avenue of Flags. Progress is the keynote of modern Italy and the long and romantic history of the Italian peninsula pales before Italy's plans for the future. The very design of the building is symbolic of the epoch-making flight of General Italo Balbo, who led an armada of seaplanes from Italy to the Fair.

Italy's remarkable achievements in engineering, physics, medicine, geography, astronomy, agriculture, shipping and aviation from the time of the Caesars to the present day are dramatically told in 450 exhibits, while additional exhibits explain the huge reclamation projects through which Premier Benito Mussolini hopes to "reclaim the land, the man and the nation."

The Italian exhibits occupy not only space in the Italian Pavilion, but have spread themselves into the upper northeast wing of the Hall of Science, into the Adler Planetarium, and even extend into the Museum of Science and Industry in Jackson Park.

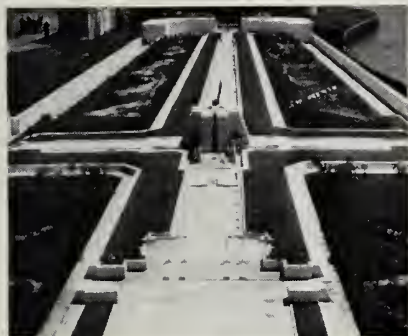
A British Train—Irish Free State Canadian Exhibits

On the railroad tracks near the Travel and Transport building, one of the world's most distinguished trains, the British "Royal Scot," will be shown.

The Irish Free State has a prominent exhibit inside the same building where you will find a delightful display of fine linen, laces, cloth, rugs, and paintings by Irish artists.

Within the Travel and Transport building Palestine is represented by tourist displays.

In the south third of the great hall of the Travel and Transport building will be found the Canadian exhibit—a huge airplane view of



Swedish Pavilion

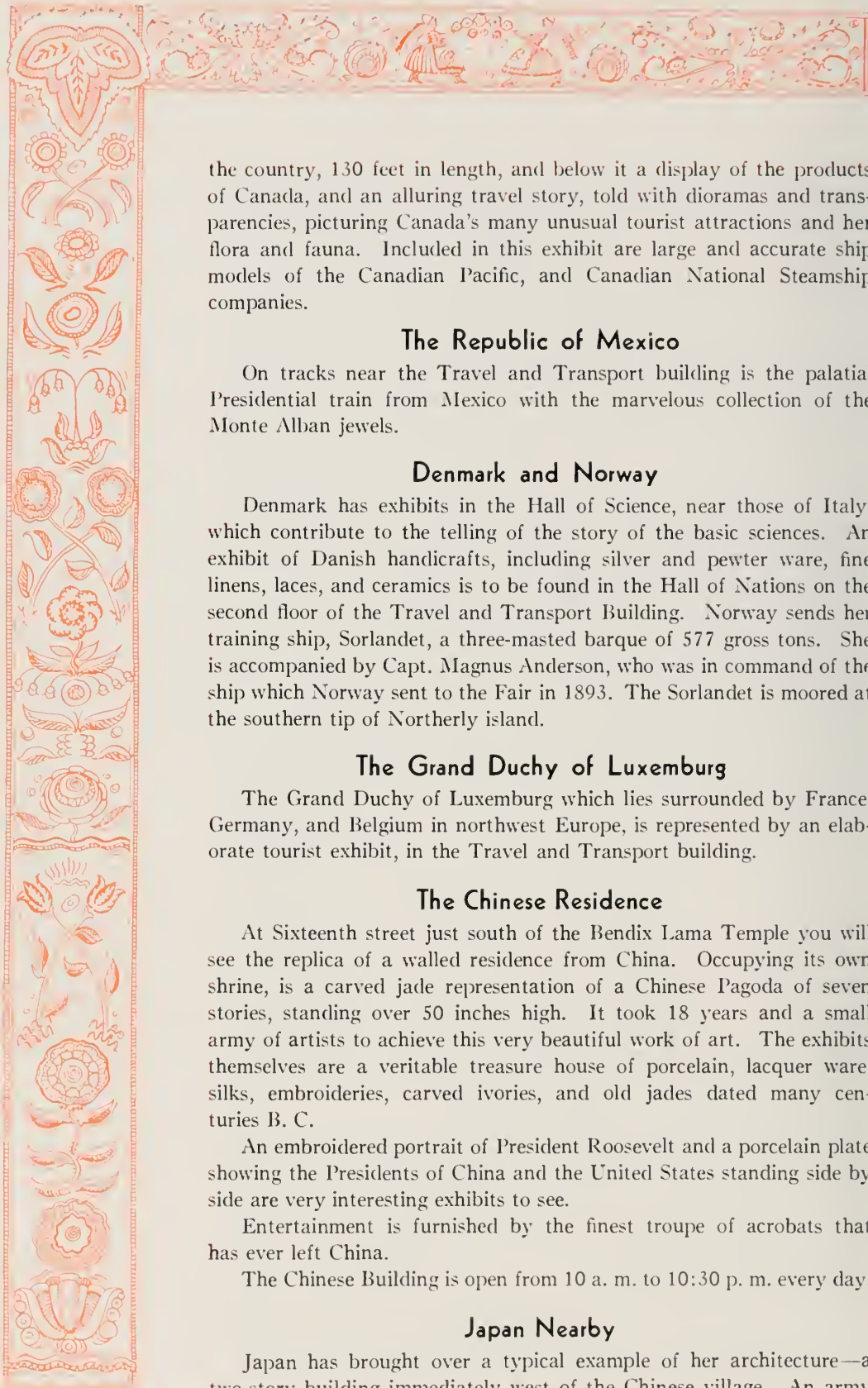
Japanese Pavilion
(upper right)

Dominican Republic
(above)

Italian Pavilion (right)

Chinese Village
(below)





the country, 130 feet in length, and below it a display of the products of Canada, and an alluring travel story, told with dioramas and transparencies, picturing Canada's many unusual tourist attractions and her flora and fauna. Included in this exhibit are large and accurate ship models of the Canadian Pacific, and Canadian National Steamship companies.

The Republic of Mexico

On tracks near the Travel and Transport building is the palatial Presidential train from Mexico with the marvelous collection of the Monte Alban jewels.

Denmark and Norway

Denmark has exhibits in the Hall of Science, near those of Italy, which contribute to the telling of the story of the basic sciences. An exhibit of Danish handicrafts, including silver and pewter ware, fine linens, laces, and ceramics is to be found in the Hall of Nations on the second floor of the Travel and Transport Building. Norway sends her training ship, *Sorlandet*, a three-masted barque of 577 gross tons. She is accompanied by Capt. Magnus Anderson, who was in command of the ship which Norway sent to the Fair in 1893. The *Sorlandet* is moored at the southern tip of Northerly island.

The Grand Duchy of Luxemburg

The Grand Duchy of Luxemburg which lies surrounded by France, Germany, and Belgium in northwest Europe, is represented by an elaborate tourist exhibit, in the Travel and Transport building.

The Chinese Residence

At Sixteenth street just south of the Bendix Lama Temple you will see the replica of a walled residence from China. Occupying its own shrine, is a carved jade representation of a Chinese Pagoda of seven stories, standing over 50 inches high. It took 18 years and a small army of artists to achieve this very beautiful work of art. The exhibits themselves are a veritable treasure house of porcelain, lacquer ware, silks, embroideries, carved ivories, and old jades dated many centuries B. C.

An embroidered portrait of President Roosevelt and a porcelain plate showing the Presidents of China and the United States standing side by side are very interesting exhibits to see.

Entertainment is furnished by the finest troupe of acrobats that has ever left China.

The Chinese Building is open from 10 a. m. to 10:30 p. m. every day.

Japan Nearby

Japan has brought over a typical example of her architecture—a two-story building immediately west of the Chinese village. An army



of workmen and engineers came over from Japan bringing their own tools and materials to construct the building. Here are housed fine examples of Japanese china, cloisonne, embroideries, silk work, and countless examples of the world-famous Japanese handicraft.

A typical Japanese tea garden is one of the features of this unusual Oriental display. The charming ceremony of tea drinking as practiced in Japan is added to by dainty Geisha girls with all the atmosphere and color which only Nippon can give. The process of making silk from the cocoon to the finished article is shown by experts in this industry. The resulting development of the surrounding countries, due to the construction of the South Manchurian railway, will represent the more serious industrial and engineering genius of the Japanese nation.

Czechoslovakian Pavilion

Czechoslovakia has a building across from that of Italy, housing a gorgeous display of products of its varied industries, colorful and gay, the glassware and needlework of this industrious nation.

Handicrafts, Bohemian glass, porcelain synthetic and precious stones, garnet jewelry, and official tourist displays are the main features among the exhibits.

Dominican Republic

The Dominican Republic has a model of the Columbus Memorial lighthouse, the tribute to the discoverer of America, who was cast into jail there for several years. You will find it on Northerly island, near the Hall of Social Science.

Swedish Pavilion

On the Avenue of Flags, immediately south of the Illinois Host Building is the Swedish Pavilion. An expansive plaza set with marbles and bronzes by Carl Milles, forms the approach to the cube shaped yellow building, the simplicity and dignity of which is typical of the trend in modern Swedish architecture.

The building contains a reception hall and a long gallery filled with examples of modern industrial arts, a field wherein Sweden has become justly famous in recent years.

Exquisite glass, china, furniture, textiles and metal ware testify to the close cooperation between artist and manufacturer established in this northern country.

Moroccan Village

At 23rd Street is the Moroccan village consisting of typical "Souk" or arcade of shops enclosed within plain, white walls. The streets are paraded by typical Moors in costume, who sell their barbaric wares in this wonderful reproduction of Northern Africa. All the color and allure of Morocco appears in the shops with their jewels, leather goods, carpets, rugs, camel cloths, and perfumes.





The Government exhibit is most tastefully decorated with finely worked hangings made by native craftsmen. Utilization of Morocco leather as upholstery for furniture is most fully displayed. The tourist facilities of Morocco are vividly portrayed by a relief map. A typical Moorish saddle with all its gorgeous trappings occupies a prominent position.

Egyptian Pavilion

The Egyptian Pavilion is a reproduction of the famous Temple of Philae dating from the Pharaonic period from 300 B. C. to 300 A. D. The interior is a reproduction of the Hypostyle hall of the Temple of Karnak. Among the exhibits are reproductions of statues of ancient Egyptian kings and scientists, and here will be found a life-sized statue of King Tut-an-Khamen and a miniature replica of his throne. Other exhibits consist of jewelry, hand-made carpets and rugs, ceramics, glassware, brassware, inlaid work, agricultural products, leather work, and curios of ancient Egypt. The portrait of King Fuad of Egypt occupies a prominent place.

Tourism is represented by a travel bureau giving information as to hotels, steamship, railroad, and airway travel in Egypt.

Spanish Pavilion

Spain has built in the Exposition of Chicago a pavilion, reproduction of an old palace of beautiful Spanish architecture, with escutcheons and artistic windows, which give it a seignorial aspect.

There is in the pavilion an important museum, in which there are shown paintings by Goya, works from the best modern Spanish painters and sculptors, and tapestries from the National Tapestry Factory. There are also on exhibit Spanish agricultural products and manufactures. An Andalusian patio, decorated with Spanish tile, leads to the grand restaurant located on the shores of Lake Michigan.

Costa Rica

In the Food and Agricultural Building, Costa Rica is to be found, with an interesting display of one of her chief industries—coffee. This Central American Republic, which Columbus discovered and gave its name to—meaning “Rich Coast”—brings to the Fair a showing of the cultivation and processing of coffee, and pretty girls serve it to visitors.

Foreign Scientific Displays

Exhibits on medicine in the Hall of Science have been contributed by many foreign institutions, including in addition to those from Italy and Denmark, displays by the Pasteur Institute of France, the Robert Koch Institute of Berlin, the Deutches Museum of Dresden, and the Wellcome Research Institute of London.

Industry in Fascinating Phases

Industry and its enterprises permeate A Century of Progress as do light and color, and the spirit of carnival.

New notes—innovation—colorful and varied expression. Static exhibits always in minority; living, thrilling, moving demonstrations everywhere dominant.

Thousands of exhibits are to be found in miles of exhibit halls, virtually all telling an item, or a page, of a connected story of the voice of science, speaking in terms of achievement.

Just below the Hall of Science is the General Exhibits group, devoted entirely to industries. In its five pavilions, designed by Harvey Wiley Corbett, and stretching southward like a fluted section of colorful scenic canvas, appear as wide a variety of products as could be imagined. Many are shown in the making, all displayed in unusual ways, ranging from coal to fine gowns.

Enter pavilion No. 1, and a striking display of the steel industry greets you. A mammoth model details the uses of steel. There are oil derricks, and small steel houses, and the model of a hundred-story building. At one side a ladle pours, at intervals, molten steel—a startling simulation effected by cunning lighting. Nearby is told, by means of five scenes, the step-by-step process of making steel. Farther along sheet metal steel work is exhibited.



Decorative Detail, General Exhibits Group

Stories of Oil

Next door to the steel companies, the story of oil is told. A large sunken map of oil field territory, ingeniously lighted, indicates the distribution from the fields to the many consumers. A miniature



The Gutenberg Press

refinery gives an interesting picture, and two great cutaway engine cylinders show the process of oil lubrication.

The Graphic Arts

Graphic arts come into their own in pavilion No. 2. From the Gutenberg museum in Mainz, Germany, has come the unique reproduction of the Gutenberg press on which Johannes Gutenberg printed many of his books. With the press is a collection of early printing appurtenances brought from the Mainz museum. In the foundry, workmen dressed in costumes of the day cast type from matrices that are reproductions of Gutenberg's. And these same workmen print leaves from the great Bible that Gutenberg printed with type cast from Gutenberg's matrices.

Miniature and life size working models demonstrate the extensive and intricate problems of printing, engraving, and paper making, and you see in these models the processes by which materials are turned into newspapers, magazines, and books.

In the same pavilion are displays of finished books showing their ornamentation. One firm shows the variety of work produced in one printing plant. Another shows an exhibit of 34 great French publishing houses, and still another the story of paper making.

Display of Office Equipment

In Pavilion No. 3, you may see the development of business efficiency, manifested in the small corner store as well as in the mammoth factory, as it is exemplified in the office equipment which the necessities of busi-



ness, growing constantly more complex, has demanded. Here you will see modern types of furniture, manufactured to meet the needs of economy in time and money. Machines that have replaced the old grocery store "till" to make the small business man, and the farmer, for that matter, in a measure an efficiency expert, can be seen. You find here the evolution of business methods throughout the nation told in historical displays. You see the most modern of cash registers, teletyping machines, calculating machines of ingenious design, but easy to use, comptometers, and other examples of man's inventive genius in solving the problems of a complex mechanical civilization. If you wish to operate these machines, provisions will be made for you to do, so that you may become familiar with their intricacies.

The Great Nassak Diamond

In Pavilion No. 4 is a spectacular exhibit of the combined international diamond industries. Included in this magnificent display is the famous Hotz diamond, once among the crown jewels of Maximilian, Emperor of Mexico. The diamond is valued at \$300,000. Other diamonds with a value of a million dollars more can be seen, too.

The great diamond is guarded by amazingly elaborate means. It reposes in a cabinet of inch-thick glass, above a drill-proof safe. The top of the safe folds back, permitting the cushion on which the famous gem rests, to rise for display. But, should the glass be struck, even though not broken, an "electric eye" would cause the diamond to sink swiftly into the safe, and the safe close. Tear gas would flood the enclosure, and guards with gas masks, always nearby, would rush to the spot, and would seize the thief before he could get away. At the same instant,



The General Exhibits Group (Photo copyright Kaufmann & Fabry)





alarms would sound in a detective's room, where men wait constantly to bring reinforcements.

Little is known of the history of the Hotz diamond, although considerable research by the owner has revealed that it was probably found in the fields of Brazil, long before they became the happy hunting grounds of South America. Shortly after Maximilian assumed the throne, the diamond appeared as part of his collection.

You see a diamond mine in operation, a native Kaffir krall where the workers live, and diamond cutters at work.

An African Diamond Mine

At the mine mouth is a 36-foot elevator scaffold to lower the African laborers, stripped to breech clouts, to the tunnel below the level of the lake. You can go down into the tunnel, twelve feet below the floor, and see Kaffir and Zulu laborers drilling and digging in the "blue ground" where diamonds are found. Fifteen tons of this "blue ground," containing more than 3,000 carats of "raw" diamonds, were brought from Kimberley, South Africa, for this display. Two diamond mine engineers are in charge, as the tunnel had to be lighted, timbered and piped, exactly as in the real mines.

The rock is hoisted from the mine, and run over agitator tables, in semi-liquefied form. Vaseline grease "catches" the diamonds, while the lighter earth is washed on. Then the tables are scraped, and the grease melted in wire mesh baskets in kettles; the rough diamonds remain in the baskets. After that they are sorted, the flawed and discolored stones segregated for industrial uses, and the pure stones for jewelry sales. You see, nearby, the grinding, cutting, and polishing processes.

The mine is a gift of the diamond mining industry to Chicago, and at the conclusion of the World's Fair it will be transported bodily to the Museum of Science and Industry.

In addition to the diamond mine are many brilliant and interesting displays representing various phases of the jewelry industry.

The main feature of one of the large watch exhibits shows how the correct time is recorded from the stars and how that time is used in regulating watches.

Shirts in the Making

You may watch shirts made, by thirty, high-speed machines, in Pavilion No. 5, and can see a diorama showing the method of pre-shrinking, known as the Sanforizing process given to cotton materials before manufacture.

The tooth paste industry shows the manufacture of tooth paste from the preliminary steps through the many different stages to the lacquering and baking of the enamel on the finished tube. The hosiery exhibits have in operation, actual machines showing the minute mechanism which weaves the most delicate hosiery. You can buy the

same hose you have seen made. Also, in the fifth pavilion, can be seen in miniature all the costumes of the world's most famous women throughout the ages. Fabrics will be represented, one exhibit being in the form of a large pedestal upon which are draped in gradation of delicate colors the finest of fabrics used in the latest gowns. A complete story of how each fabric is made and what it is principally used for will be made clear to visitors.

Sears, Roebuck Building.

A building which strikingly carries out the modern architectural scheme of the Fair is that of Sears, Roebuck and Company. It has a commanding position on the Avenue of Flags. Across from it and a bit to the north, is the Administration Building, near the North entrance.

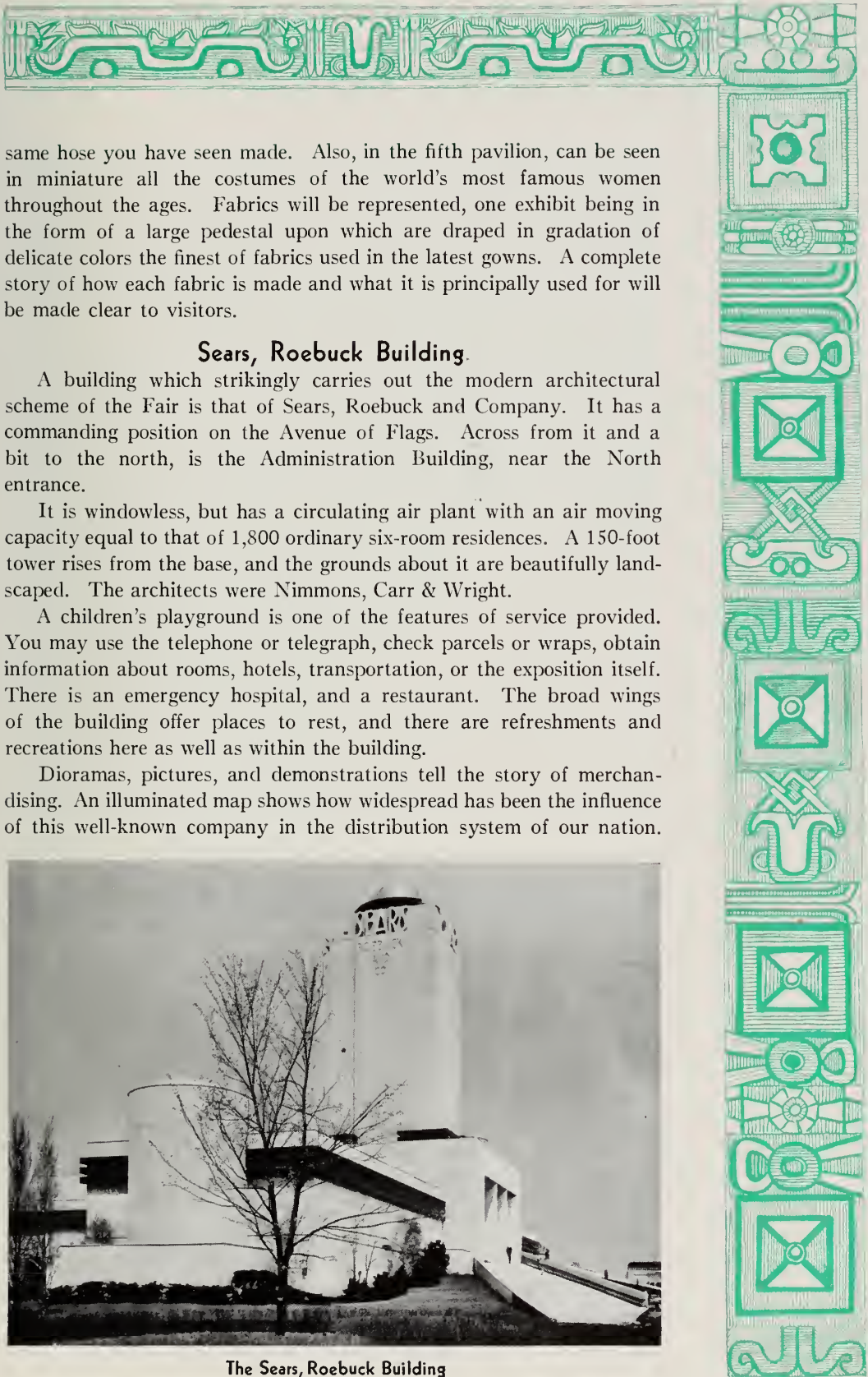
It is windowless, but has a circulating air plant with an air moving capacity equal to that of 1,800 ordinary six-room residences. A 150-foot tower rises from the base, and the grounds about it are beautifully landscaped. The architects were Nimmons, Carr & Wright.

A children's playground is one of the features of service provided. You may use the telephone or telegraph, check parcels or wraps, obtain information about rooms, hotels, transportation, or the exposition itself. There is an emergency hospital, and a restaurant. The broad wings of the building offer places to rest, and there are refreshments and recreations here as well as within the building.

Dioramas, pictures, and demonstrations tell the story of merchandising. An illuminated map shows how widespread has been the influence of this well-known company in the distribution system of our nation.



The Sears, Roebuck Building





Views of Firestone building and fountain

The Firestone Factory and Exhibition Building

The beautiful Firestone Factory and Exhibition building at Twenty-third street presents the complete manufacture of automobile tires, using the most modern and efficient machinery of the tire industry. Here one may see tires made, from the raw materials to the finished product—the massive 50-ton mixing machine, the interesting patented gum-dipping process, the assembling of plies, and the automatic vulcanizing molds.

In the gardens in front of the building is a pool 100 feet long by 15 feet wide, in which are located six dome-shaped fountains of mist-like spray, with a jet of water in the center rising 20 feet. This fountain is known as the "Firestone Singing Color Fountain".

Submerged beneath each fountain dome is a battery of colored lights that reflect varied hues and shades upon the misty domes, and these variations of color are synchronized perfectly with the shadings of the musical notes, and with the rise and fall of the water.

Overlooking the gardens is a sign 80 feet long. Its shadow planes of lighting are placed one upon the other and the result is an ever-changing multi-color array of gorgeous shadow effects, melting one into the other.

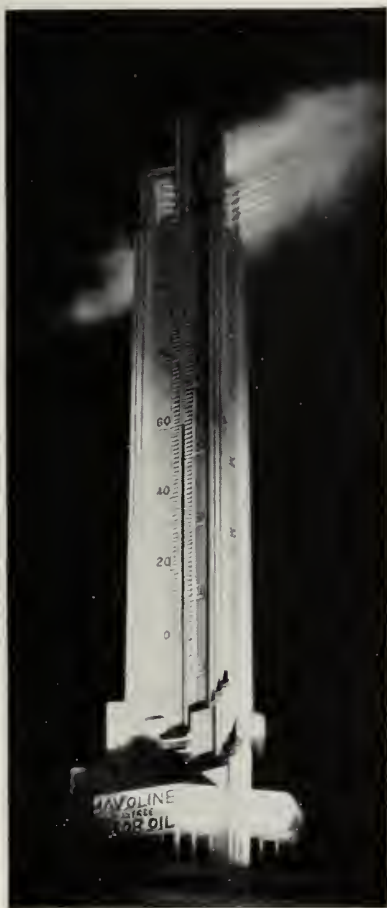
In the Exposition hall are the dynamic displays showing, by the aid of electrical devices, the progress that has been made in automotive products. There is a remarkable racing display, including famous cars and trophies.

Another interesting and educational Firestone exhibit is in the Hall of Science. Here, in the center of the Hall, is a graphic presentation of the old method of gathering rubber contrasted to the new.

The A & P Carnival

Another industry which comes to the Fair with color and action is the Atlantic & Pacific Tea company, which has created an area for pleasure, without admission charge, opposite the Twenty-third Street entrance. There is a big open air marine park, with an amphitheater to seat several thousand, surrounding a stage where daily programs of entertainment will be given. You may enjoy concerts by Harry Horlick and his Gypsy orchestra, Gypsy dancing and marionettes, specially arranged by Tony Sarg. With George Rector presiding as master of ceremonies you are promised a real carnival.

In case of rain, the performers move so that the crowds may watch the performance from the shelter of gay canopies. Every afternoon there are tea dances on the boardwalk, which is canopied and hung with colorful lanterns. North of the amphitheater is the A & P Experimental kitchen, with a trained dietitian in charge.



The 200-ft. Havoline Thermometer

The Great Havoline Thermometer

Just north of the Twenty-third Street entrance, a great 200-foot tower rises. By day and by night it can be seen from many sections of the Fair and the great numerals on its three faces can be easily read. It is a thermometer, perhaps the largest the world has ever seen, and it accurately tells A Century of Progress visitors the temperature in Chicago.

The numerals are ten feet high, and the graduated temperature columns are made of neon tubing, electrically regulated by a master thermometer. Its official name is the Havoline Thermometer, but officials of the Indian Refining Company dedicated it as a "Monument to Chicago's Climate." Ten miles of wire, 3,000 feet of neon tubing, and 60 tons of steel were required for the structure. In a building at the base of the tower they present an exhibit of oil

refining equipment and products, and show what keeps motors running smoothly.

Time-Fortune Building

The Time-Fortune building is located just south of the Hall of Science, on the edge of the lagoon. It is quickly recognized by its twin towers, one a replica of the magazine "Time," the other, reproducing, in heroic size, the magazine "Fortune."

Erected by Time, Inc., publishers of Time, Fortune, and Architectural Forum Magazines, its purpose is to provide a restful, comfortable clubhouse for visitors at all times during the Fair. Its large main room offers home-like chairs, lounges, and writing desks. It contains the largest magazine rack in the world. The rack is supplied with current issues of 2000 different magazines from all parts of the world. All magazines are available to visitors for reading or casual inspection.

Large window-fronts are an attractive feature of the building, as they are of richly colored, beautiful glass, through which the sun sifts and throws a mellow light over the reading rooms, and accentuate the colors of the modernistic furniture and rugs. It is a restful, and an interesting interior.

Terraces adjoining the Time-Fortune building are furnished with chairs and tables, shaded by gay Lido parasols. Here, overlooking the boardwalk, the visitor commands a fine view of the lagoon and the lighting effects opposite.

The Woman's College Board maintains headquarters in the building. Among the woman's colleges represented on the board are Smith, Barnard, Wellesley, Randolph-Macon, Radcliffe, Vassar, Bryn-Mawr, Wells, Lake Erie, Goucher, Mount Holyoke, Connecticut, Milwaukee-Downer, Mills, Trinity, Wheaton, Elmyra, Rockford, and Sweetbriar.



The Time-Fortune Building

The Christian Science Monitor

The Christian Science Monitor pavilion, just south of the Hall of Science and on the west bank of the lagoon, represents the only newspaper to have a building of its own at the Fair. It will house in one room a complete Monitor display showing the unique journalism of the *Monitor*, an international newspaper, as well as other Christian Science literature. Beyond the first exhibit room is a typical Christian Science reading room, such as may be found in many cities, and its ideal location, overlooking the lagoon, is inviting and restful.

American Radiator Company's "Garden of Comfort"

A beautiful and extensive garden of tall trees, shrubbery, and blooming flowers surrounds a reflecting pool in an area just south of the General Exhibits group. Statuary contributes to the beauty of the area, in which the American Radiator Company and Standard Sanitary Corporation has two buildings and several kiosks.

One contains an artificial "weather-making" plant, demonstrating the modern methods of air cooling, along with other exhibitions that tell a story of the new science of air conditioning. The second building contains an exhibition of the latest developments in bathroom design and sanitary plumbing. Five display kiosks erected in the restful garden give color to the scene.

Sinclair Dinosaur Exhibit

While nature was preparing for huge deposits of crude petroleum, strange forms roamed the earth. Today, we make use of the crude petroleum, in refined conditions, in innumerable ways. The Sinclair Refining Company has recreated a portion of the earth's surface as it existed a hundred million years ago in the Mesozoic age. The exhibit is located directly south of the Garden of Comfort.

This little section of prehistoric earth has been populated with strange, grotesque beasts that lived at the time. These monsters, or dinosaurs as they are called, move and breathe and roar just as though they were alive today. Even the trees, shrubs, and rocks have been built as "it might have been."



Diorama of Oil Refinery

The Fine Arts for the Fair


A hundred years ago, few great paintings had found their way across the waters to America, and the Fine Arts had little opportunity for expression, either in homes or in museums.

Today it has been possible to assemble at the Art Institute, Adams Street and Michigan Boulevard, for A Century of Progress, a collection of selected masterpieces valued at \$75,000,000, and all but one, Whistler's "Portrait of My Mother," come from private, or museum collections in the United States. The famous Whistler comes from the Louvre Museum in Paris, lent through the Museum of Modern Art in New York. They have been brought together at the Art Institute, rather than on the Fair Grounds, as the most suitable spot for housing the collection, which is nevertheless a part of the World's Fair. This is the only exhibit not actually in the grounds.

The pricelessness of the collection made it logical that A Century of Progress should utilize the building that is internationally known as an art institute. This loan collection represents the largest and finest in the entire world, gathered together under one roof. Twenty-five museums, and two hundred and fifty privately owned collections, have been drawn upon, augmenting the already exceptionally great pictures for which the Institute is famous.



Whistler's Portrait of His Mother—Loaned by the Louvre, Paris



Paralleling the general exhibits of science and history, within the Exposition grounds, the fine arts exhibit shows you the progress of art in the past one hundred years. It is divided into three sections: 1. The old masters. 2. Outstanding paintings of the past one hundred years, stressing particularly the French and American contributions. 3. Contemporary art, with special emphasis on the work of American artists.

"The theme of the World's Fair is also the theme of the exhibition of fine arts," Robert B. Harshe, director of the Art Institute, says. "It has been broadly interpreted here to mean, not only a showing of famous and characteristic works of the last one hundred years, but a century of progress in American collecting. Today our private collections and museums contain treasures of amazing importance. Since 1833, magnificent works by Fra Angelico, Botticelli, Velasquez, El Greco, Holbein, Titian, Raphael, Rembrandt, Hals, and Boucher, to mention only a few, have found their way into American hands."

So, you may roam the magnificent halls of the Art Institute, or attend lectures prepared for World's Fair visitors, and gaze upon and hear discussed some of the finest examples of painting and sculpture the world has produced. All the galleries on the second floor of the Art Institute have been arranged so that you may follow, in chronological order, the sequence of art history.

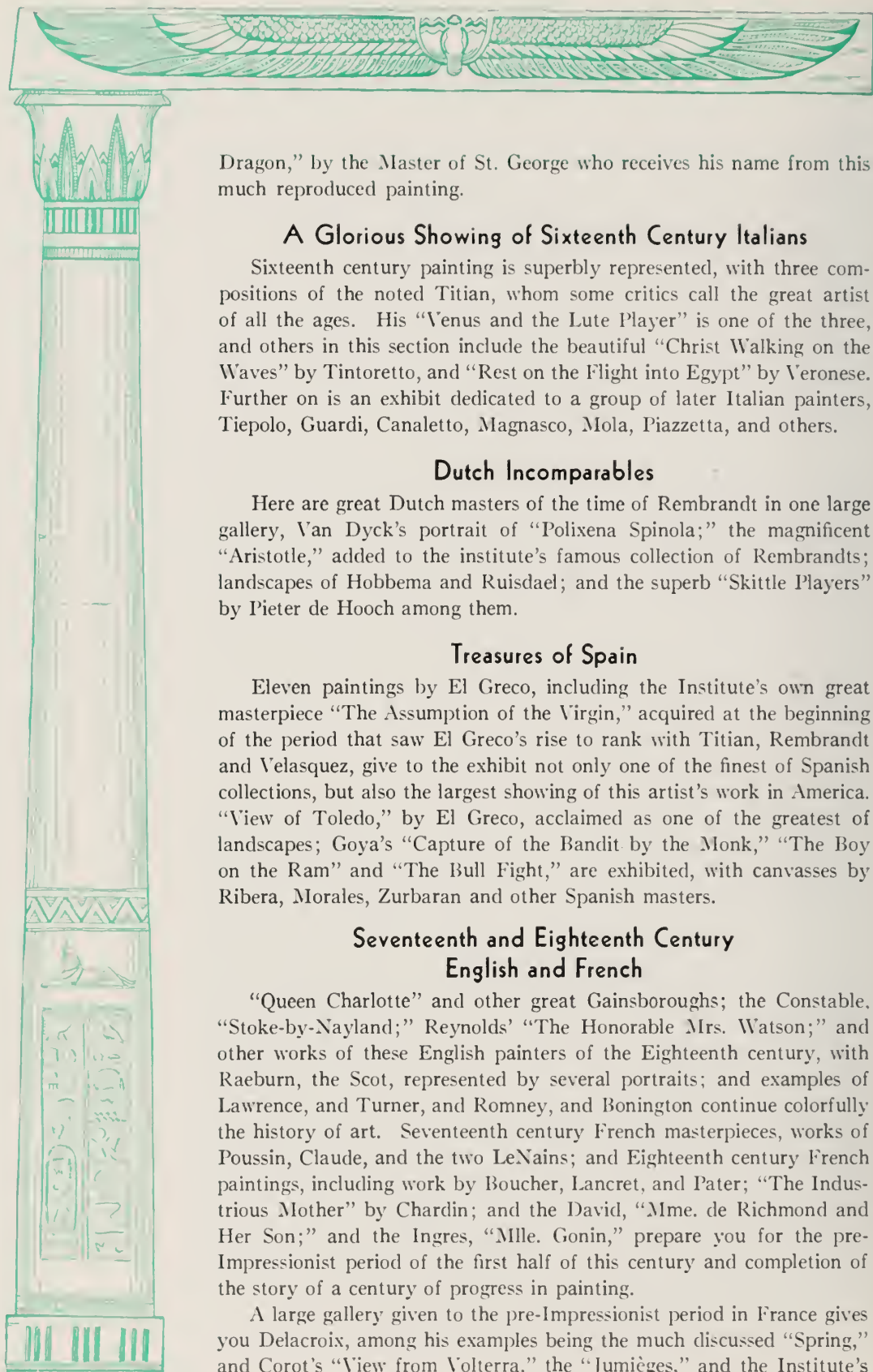
Priceless Primitives

Italian primitives, and German, and French, and Belgian, and Dutch and Spanish, occupy five galleries. A room devoted to German and French primitives of the Thirteenth century starts the story. Here you see, among others, Holbein's "Portrait of Catherine Howard," the Jean Clouet "Charlotte of France," a remarkable small head by Corneille de Lyon.

Dutch and Flemish primitives offer you a study of the work of virtually every artist of merit of the times. Two Rogier van der Weydens, a Memling "Madonna," a brilliant Jacob Cornelisz van Amsterdam, a Geraerd David, a Lucas van Leyden, the famous "St. Jerome" by Peter Christus.

The works of the early Italians occupy four galleries in all. The Segna, "Madonna and Saints," Sassetta's "Procession of the Magi," "Crucifixion," by Masolino, Giovanni Bellini's "Madonna," and a painting of two Oriental heads by his brother, Gentile, are there. Three famous Botticelli paintings, "Madonna and Child," "Adoration with Angels," and a portrait of a young man, supposedly portraying the features of Botticelli himself, in themselves would make a noteworthy, long-to-be-remembered exhibition. But you may see also the "Rape of Deianira," by the brilliant Pollaiuolo, and Bernardo Daddi's "Vision of St. Dominic," and Lady with Rabbit," by Piero di Cosimo.

And now you come to the Spanish primitives, among which you see the famous Ayala altarpiece (dated 1396) and "St. George and the



Dragon," by the Master of St. George who receives his name from this much reproduced painting.

A Glorious Showing of Sixteenth Century Italians

Sixteenth century painting is superbly represented, with three compositions of the noted Titian, whom some critics call the great artist of all the ages. His "Venus and the Lute Player" is one of the three, and others in this section include the beautiful "Christ Walking on the Waves" by Tintoretto, and "Rest on the Flight into Egypt" by Veronese. Further on is an exhibit dedicated to a group of later Italian painters, Tiepolo, Guardi, Canaletto, Magnasco, Mola, Piazzetta, and others.

Dutch Incomparables

Here are great Dutch masters of the time of Rembrandt in one large gallery, Van Dyck's portrait of "Polixena Spinola;" the magnificent "Aristotle," added to the institute's famous collection of Rembrandts; landscapes of Hobbema and Ruisdael; and the superb "Skittle Players" by Pieter de Hooch among them.

Treasures of Spain

Eleven paintings by El Greco, including the Institute's own great masterpiece "The Assumption of the Virgin," acquired at the beginning of the period that saw El Greco's rise to rank with Titian, Rembrandt and Velasquez, give to the exhibit not only one of the finest of Spanish collections, but also the largest showing of this artist's work in America. "View of Toledo," by El Greco, acclaimed as one of the greatest of landscapes; Goya's "Capture of the Bandit by the Monk," "The Boy on the Ram" and "The Bull Fight," are exhibited, with canvasses by Ribera, Morales, Zurbaran and other Spanish masters.

Seventeenth and Eighteenth Century English and French

"Queen Charlotte" and other great Gainsboroughs; the Constable, "Stoke-by-Nayland;" Reynolds' "The Honorable Mrs. Watson;" and other works of these English painters of the Eighteenth century, with Raeburn, the Scot, represented by several portraits; and examples of Lawrence, and Turner, and Romney, and Bonington continue colorfully the history of art. Seventeenth century French masterpieces, works of Poussin, Claude, and the two LeNains; and Eighteenth century French paintings, including work by Boucher, Lancret, and Pater; "The Industrious Mother" by Chardin; and the David, "Mme. de Richmond and Her Son;" and the Ingres, "Mlle. Gonin," prepare you for the pre-Impressionist period of the first half of this century and completion of the story of a century of progress in painting.

A large gallery given to the pre-Impressionist period in France gives you Delacroix, among his examples being the much discussed "Spring," and Corot's "View from Volterra," the "Jumièges," and the Institute's

own great figure piece, "Interrupted Reading." Millet and the Barbizon School and Courbet and Daumier are represented in the same room. Courbet's "Toilette of a Bride," and Daumier's "The Uprising" and "The Drinkers," are some of the famous paintings shown in this room.

You come now to a study of Impressionism in France, beginning with Monet's brilliant "Argenteuil" in 1868, and many excellent examples of the work of Monet and Degas, among the examples of the last-named being two race-course subjects, "Carriage at the Races" and "Jockeys," and his wonderful "Uncle and Niece."

The One-Man Exhibit

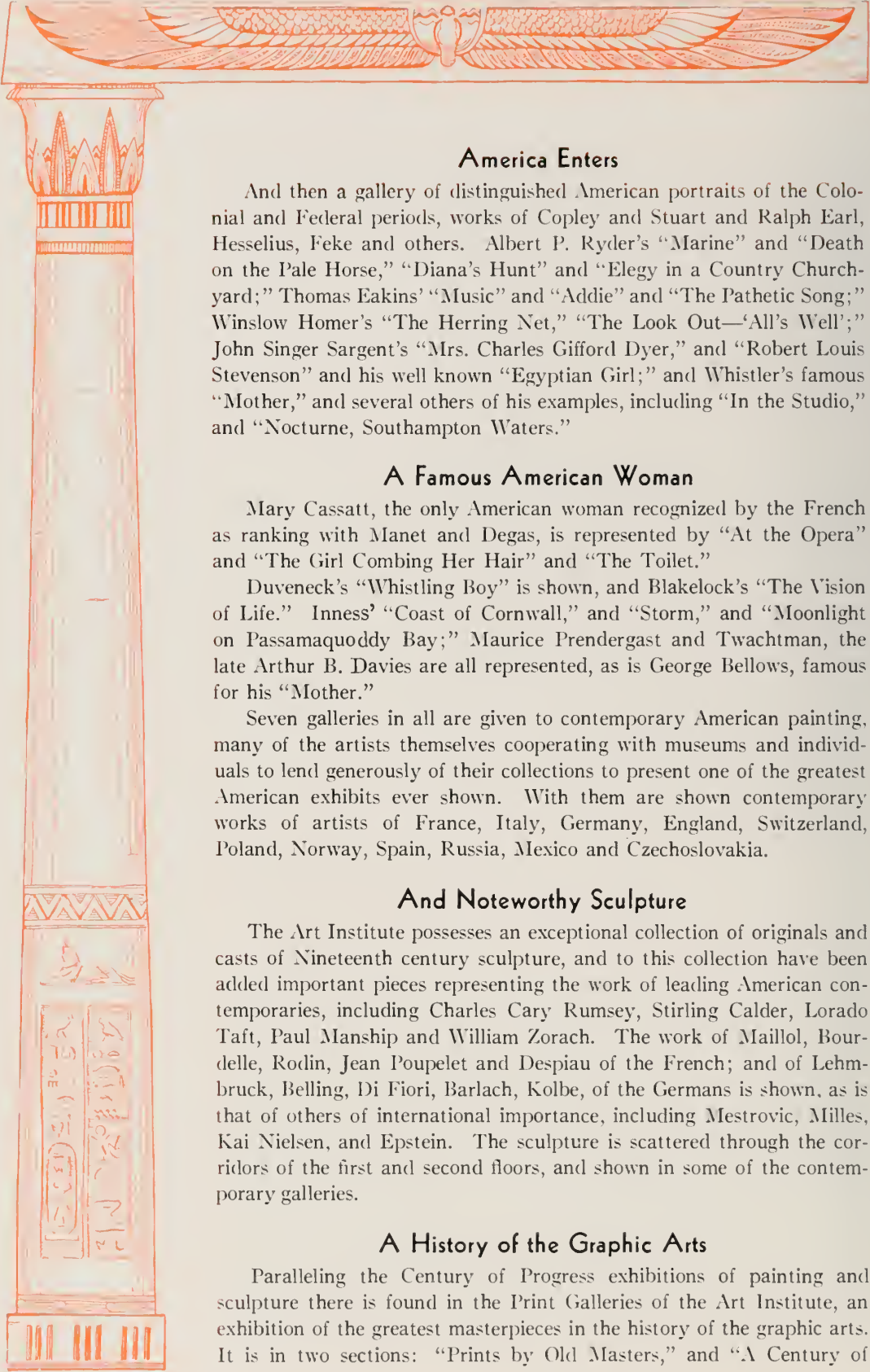
Cézanne is so honored because he is called "the greatest painter of this century" and though dead twenty-five years, his influence still is a powerful one. You will see his "Still Life with a Clock" and the vivid "Still Life with Apples," and "Road to Auvers," and "The Bathers," among an impressive array of seventeen of his most renowned paintings.

Manet and Renoir continue the story—"Christ Mocked," "The Music Lesson," the two "Philosophers," the "Boulogne Roadstead" among the Manets; and "Luncheon of the Boating Party," "The Moulin de la Galette," the "Bather," and "Diana, the Huntress," and "The Two Little Circus Girls," outstanding Renoir examples. These are followed with works of Gauguin, Seurat, and Henri Rousseau in a single gallery; "Tahiti Women and Children," "Tahitian Mary" among thirteen canvasses of Gauguin; and "A Sunday on the Grand Jatte," one of the greatest of Seurat's examples.

Matisse and Picasso carry on the story with canvasses such as Matisse's "Decorative Composition," and "White Plumes," "Pont St. Michel;" and Picasso's "The Woman with a Fan," "Figures in Pink" and "The Woman in White."



The Art Institute, Adams St., and Michigan Blvd.



America Enters

And then a gallery of distinguished American portraits of the Colonial and Federal periods, works of Copley and Stuart and Ralph Earl, Hesselius, Feke and others. Albert P. Ryder's "Marine" and "Death on the Pale Horse," "Diana's Hunt" and "Elegy in a Country Churchyard;" Thomas Eakins' "Music" and "Addie" and "The Pathetic Song;" Winslow Homer's "The Herring Net," "The Look Out—'All's Well';" John Singer Sargent's "Mrs. Charles Gifford Dyer," and "Robert Louis Stevenson" and his well known "Egyptian Girl;" and Whistler's famous "Mother," and several others of his examples, including "In the Studio," and "Nocturne, Southampton Waters."

A Famous American Woman

Mary Cassatt, the only American woman recognized by the French as ranking with Manet and Degas, is represented by "At the Opera" and "The Girl Combing Her Hair" and "The Toilet."

Duveneck's "Whistling Boy" is shown, and Blakelock's "The Vision of Life." Inness' "Coast of Cornwall," and "Storm," and "Moonlight on Passamaquoddy Bay;" Maurice Prendergast and Twachtman, the late Arthur B. Davies are all represented, as is George Bellows, famous for his "Mother."

Seven galleries in all are given to contemporary American painting, many of the artists themselves cooperating with museums and individuals to lend generously of their collections to present one of the greatest American exhibits ever shown. With them are shown contemporary works of artists of France, Italy, Germany, England, Switzerland, Poland, Norway, Spain, Russia, Mexico and Czechoslovakia.

And Noteworthy Sculpture

The Art Institute possesses an exceptional collection of originals and casts of Nineteenth century sculpture, and to this collection have been added important pieces representing the work of leading American contemporaries, including Charles Cary Rumsey, Stirling Calder, Lorado Taft, Paulanship and William Zorach. The work of Maillol, Bourdelle, Rodin, Jean Poupelet and Despiau of the French; and of Lehmbruck, Belling, Di Fiori, Barlach, Kolbe, of the Germans is shown, as is that of others of international importance, including Mestrovic, Milles, Kai Nielsen, and Epstein. The sculpture is scattered through the corridors of the first and second floors, and shown in some of the contemporary galleries.

A History of the Graphic Arts

Paralleling the Century of Progress exhibitions of painting and sculpture there is found in the Print Galleries of the Art Institute, an exhibition of the greatest masterpieces in the history of the graphic arts. It is in two sections: "Prints by Old Masters," and "A Century of



The St. Lazare Station, by Edouard Manet—Loaned by Mr. Horace Havemeyer

Progress in Printmaking.” Some of the finest collections in the world are represented.

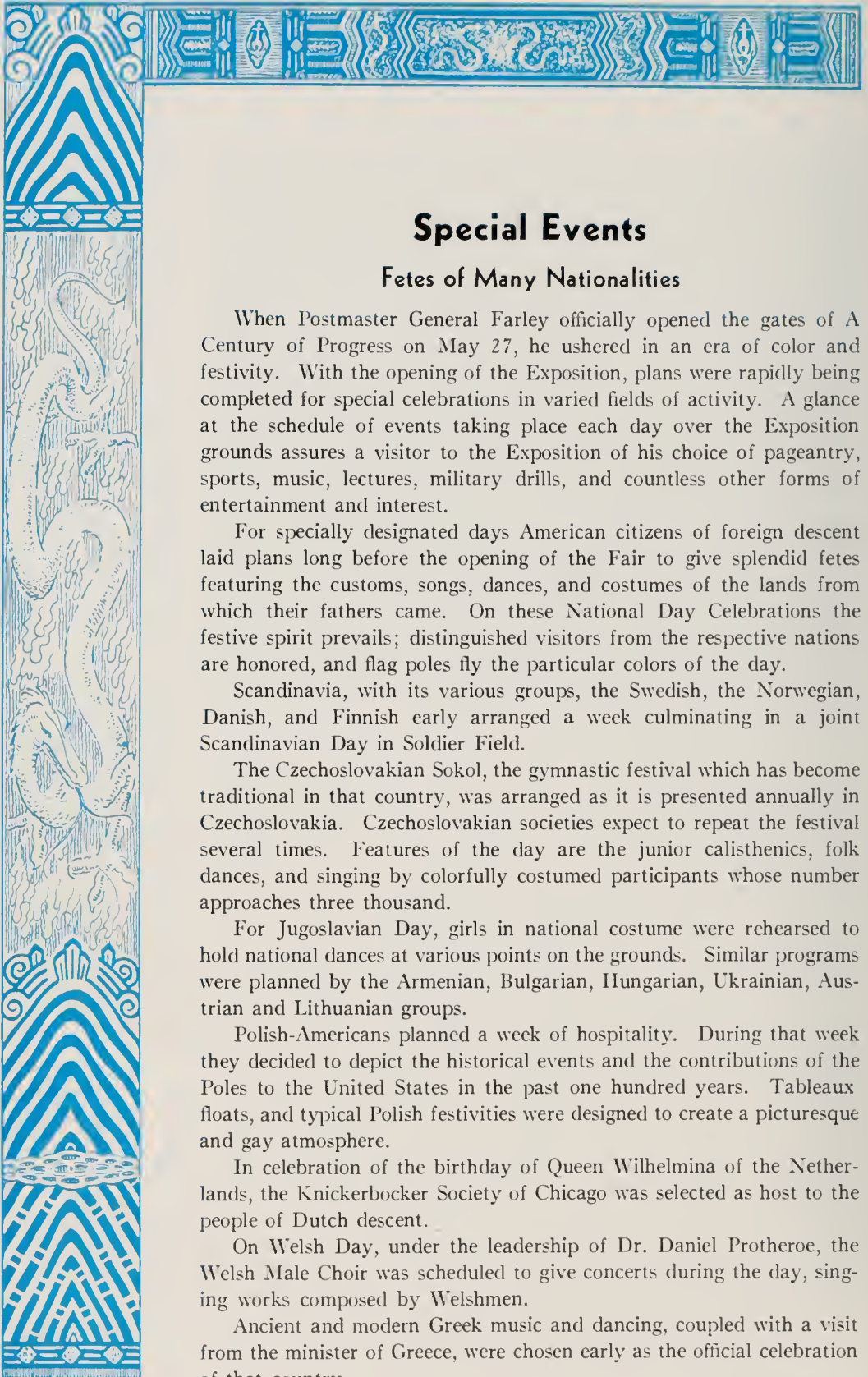
In the section devoted to prints of the old masters, the first two centuries of the development of the graphic arts in Europe are exhibited. Beginning with the early pictorial woodcuts of Germany, the progress of this, the oldest graphic art, is traced to religious teaching in the early Biblical pictures, through its use as illustration in the printing from wooden type of books of the fifteenth century, to its culmination, during the early decades of the sixteenth century, in the work of Dürer and Holbein. The progress of engraving in the north of Europe is represented, Italy’s activities are traced from the rare niello prints to the great accomplishments of Pollaiuolo and Mantegna.

Lovely Etchings

The exhibition of the art of etching begins with Dürer’s “Christ on the Mount of Olives,” 1515, and its development in Germany, and France is followed through the work of Altdorfer and Hirschvogel, Callot and Claude. The rise of lithography is shown from Delacroix to Daumier, followed with examples of the present day revival in a section devoted to contemporary work.

You may listen, if you wish, to three lectures daily in Fullerton Hall, Art Institute, by a staff of eight lecturers, and visit the galleries under the guidance of a museum instructor.





Special Events

Fetes of Many Nationalities

When Postmaster General Farley officially opened the gates of A Century of Progress on May 27, he ushered in an era of color and festivity. With the opening of the Exposition, plans were rapidly being completed for special celebrations in varied fields of activity. A glance at the schedule of events taking place each day over the Exposition grounds assures a visitor to the Exposition of his choice of pageantry, sports, music, lectures, military drills, and countless other forms of entertainment and interest.

For specially designated days American citizens of foreign descent laid plans long before the opening of the Fair to give splendid fetes featuring the customs, songs, dances, and costumes of the lands from which their fathers came. On these National Day Celebrations the festive spirit prevails; distinguished visitors from the respective nations are honored, and flag poles fly the particular colors of the day.

Scandinavia, with its various groups, the Swedish, the Norwegian, Danish, and Finnish early arranged a week culminating in a joint Scandinavian Day in Soldier Field.

The Czechoslovakian Sokol, the gymnastic festival which has become traditional in that country, was arranged as it is presented annually in Czechoslovakia. Czechoslovakian societies expect to repeat the festival several times. Features of the day are the junior calisthenics, folk dances, and singing by colorfully costumed participants whose number approaches three thousand.

For Jugoslavian Day, girls in national costume were rehearsed to hold national dances at various points on the grounds. Similar programs were planned by the Armenian, Bulgarian, Hungarian, Ukrainian, Austrian and Lithuanian groups.

Polish-Americans planned a week of hospitality. During that week they decided to depict the historical events and the contributions of the Poles to the United States in the past one hundred years. Tableaux floats, and typical Polish festivities were designed to create a picturesque and gay atmosphere.

In celebration of the birthday of Queen Wilhelmina of the Netherlands, the Knickerbocker Society of Chicago was selected as host to the people of Dutch descent.

On Welsh Day, under the leadership of Dr. Daniel Protheroe, the Welsh Male Choir was scheduled to give concerts during the day, singing works composed by Welshmen.

Ancient and modern Greek music and dancing, coupled with a visit from the minister of Greece, were chosen early as the official celebration of that country.



The Jewish Agency from Palestine made plans nearly a year ago for a magnificent pageant in Soldier Field, "The Romance of a People," depicting the history of the race from Abraham to the present day.

So on, throughout the five months, outstanding national groups planned in succession to bring to A Century of Progress, the feeling and atmosphere of nations and races, far and near.

State Celebrations

The various states of the Union also scheduled special days to be celebrated in the majestic Court of States. In each case arrangements were made for distinguished guests from the state in question to take part in the program and to meet a delegation of representative visitors from the home grounds.

In addition, many important cities selected days when their residents and local dignitaries were to gather at the Fair en masse. Among the many reunions planned, perhaps the one which had the most appropriate significance was that of the old Columbian Guards who served in the Exposition of 1893. A great number of these gentlemen responded to the invitation of the Exposition and planned to meet with friends of long ago on that day.

Scientists Meet

Almost as soon as the Fair had been organized, the program committee for the meetings of the American Association for the Advancement of Science, decided to hold the greatest congress in its history in Chicago. A Century of Progress Exposition cooperated with a committee from the A. A. A. S. and secured far in advance the greatest men in their lines as speakers.

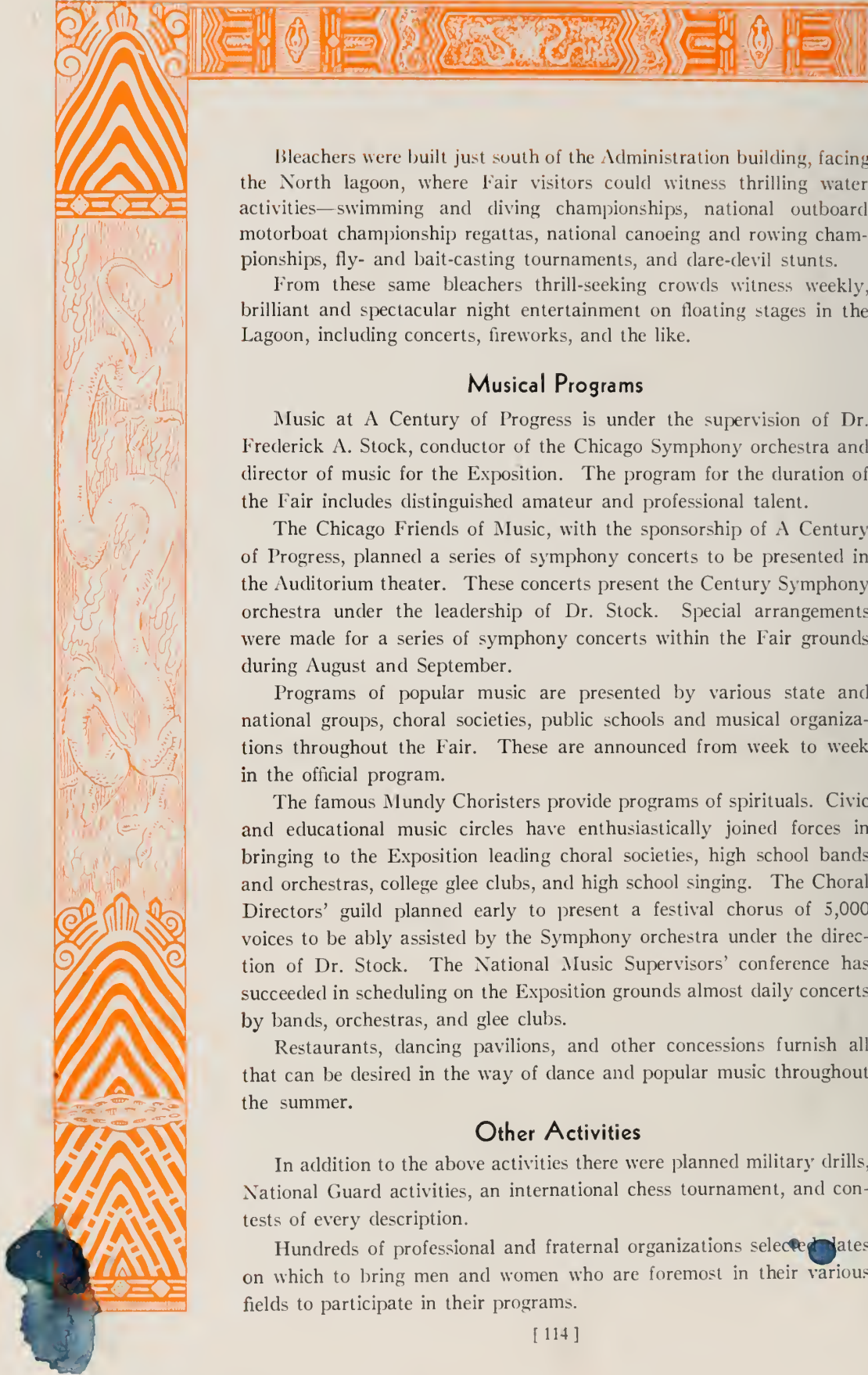
Shows and Other Activities

An extensive sports calendar with national and international contests was arranged to offer sport devotees a chance to see the champions in almost every field of athletics in action.



Hawaii Day Celebration





Bleachers were built just south of the Administration building, facing the North lagoon, where Fair visitors could witness thrilling water activities—swimming and diving championships, national outboard motorboat championship regattas, national canoeing and rowing championships, fly- and bait-casting tournaments, and dare-devil stunts.

From these same bleachers thrill-seeking crowds witness weekly, brilliant and spectacular night entertainment on floating stages in the Lagoon, including concerts, fireworks, and the like.

Musical Programs

Music at A Century of Progress is under the supervision of Dr. Frederick A. Stock, conductor of the Chicago Symphony orchestra and director of music for the Exposition. The program for the duration of the Fair includes distinguished amateur and professional talent.

The Chicago Friends of Music, with the sponsorship of A Century of Progress, planned a series of symphony concerts to be presented in the Auditorium theater. These concerts present the Century Symphony orchestra under the leadership of Dr. Stock. Special arrangements were made for a series of symphony concerts within the Fair grounds during August and September.

Programs of popular music are presented by various state and national groups, choral societies, public schools and musical organizations throughout the Fair. These are announced from week to week in the official program.

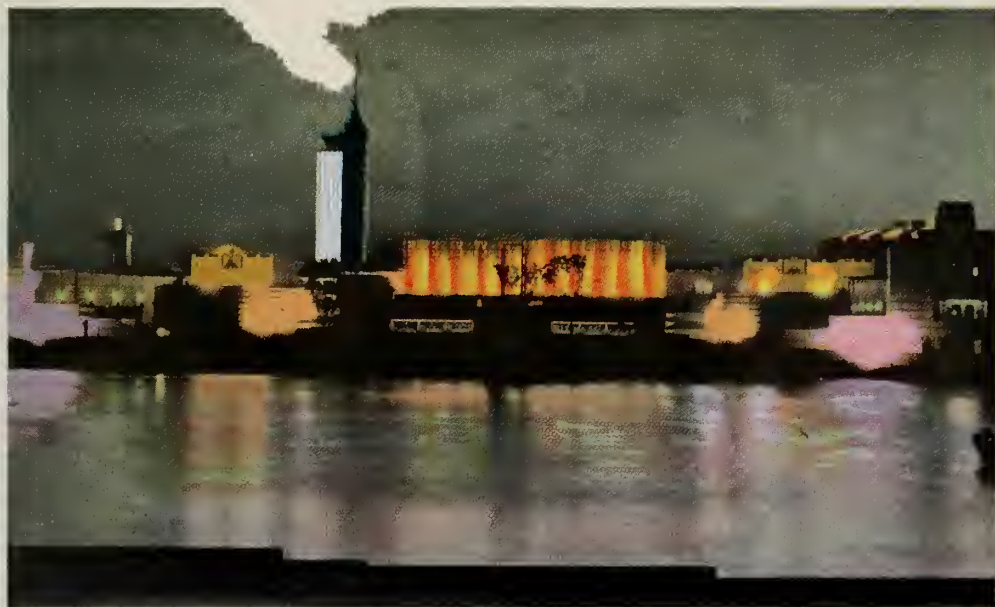
The famous Mundy Choristers provide programs of spirituals. Civic and educational music circles have enthusiastically joined forces in bringing to the Exposition leading choral societies, high school bands and orchestras, college glee clubs, and high school singing. The Choral Directors' guild planned early to present a festival chorus of 5,000 voices to be ably assisted by the Symphony orchestra under the direction of Dr. Stock. The National Music Supervisors' conference has succeeded in scheduling on the Exposition grounds almost daily concerts by bands, orchestras, and glee clubs.

Restaurants, dancing pavilions, and other concessions furnish all that can be desired in the way of dance and popular music throughout the summer.

Other Activities

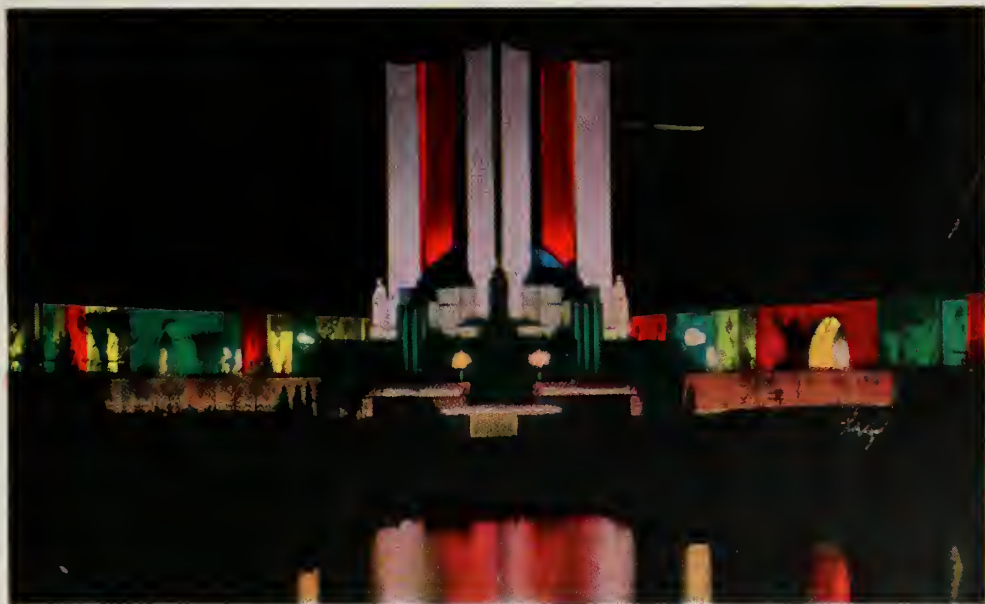
In addition to the above activities there were planned military drills, National Guard activities, an international chess tournament, and contests of every description.

Hundreds of professional and fraternal organizations selected dates on which to bring men and women who are foremost in their various fields to participate in their programs.



The Hall of Science at Night

A new kind of illumination has come, and the Hall of Science makes use of the largest amount of gaseous tubes ever used on any one surface. Mingling with the throngs at night, you stand in the greatest floor of colored light that any equal area, or any city of the world, has ever produced.



Federal and States Building at Night


One of the most magnificent light and color effects of the World's Fair. Reflected in the waters of the Lagoon, it holds the visitors spellbound. Ten departments of the Government tell of their activities and achievements. The different States put on a parade of products, beautiful scenery, manufacturing—a striking procession that tells a great country's history and inexhaustible natural resources.

LIBRARY
OF THE
CONGRESS



Soldier Field at Night





Soldier Field, Chicago's memorial to her soldier dead, which faces the Court of Honor, provides one of the world's great amphitheatres, with a possible seating capacity of over one hundred thousand. With this huge horseshoe of concrete as a gathering place conventions and pageants were able to call upon record attendance with full confidence that seating capacity would not be overtaxed.

Track and Field Events

The National Interscholastic and Intercollegiate Track and Field Championships were scheduled to carry on a long series of meets for both men and women. It was arranged that the spectators at the National A. A. U. championships should see outstanding international stars who held the spotlight at the 1933 Olympics, among them the famous Japanese trio, consisting of Nishida, the pole-vaulter, Yoshioka, sprinter, and Nambu, world's hop-step-and-jump champion; O'Callaghan, great Irish hammer thrower; Tisdale in the 400 meters; Donda, Czechoslovakian shot-putter; Jonath, Germany's sprinter; Kuspcincki, Polish distance runner; Iso-Hotle, Jarvinen, and Lehtinen, the Finns; and Beccali, the Italian. The National A. A. U. Junior Track and Field Championships, the National Track and Field Championships for Women, the N. A. A. U. Gymnastics, the N. A. A. U. Decathlon and Relay Championships were scheduled to satisfy the most exacting of appetites.

The Canadian and United States soccer teams were scheduled to oppose each other, and the American Amateur and Illinois teams also in the same sport. Other outstanding events were planned to include the National Fencing Championships, Gaelic football between the Irish Champions and the United States team, and the National Golf-Driving and Approach Championships.

Five College Football Games

Including two Big Ten conference games, schedules were arranged so that visitors to the Exposition should have opportunities to witness five excellent football games as a part of the Soldier Field program. One of these noteworthy gridiron events of the fall schedule was planned as an international contest and one an important intersectional meeting which might have a bearing on the national football championship, according to the following schedule:

East—West All-Star football game, Aug. 24; University of Mississippi vs. Mexico City University, Sept. 16; Northwestern University vs. Iowa, Sept. 30; Northwestern vs. Stanford, Oct. 14; and Chicago vs. Michigan, Oct. 28. The first of these was the result of the efforts of Coach Dick Hanley of Northwestern and Coach Howard Jones of the University of Southern California, to bring together stars of 1932 teams.

On the Lake and Lagoon

Lending thrills and color to the North Lagoon, outboard motorboat regattas and stunt races were scheduled throughout the summer, reach-



Lagoon Divers



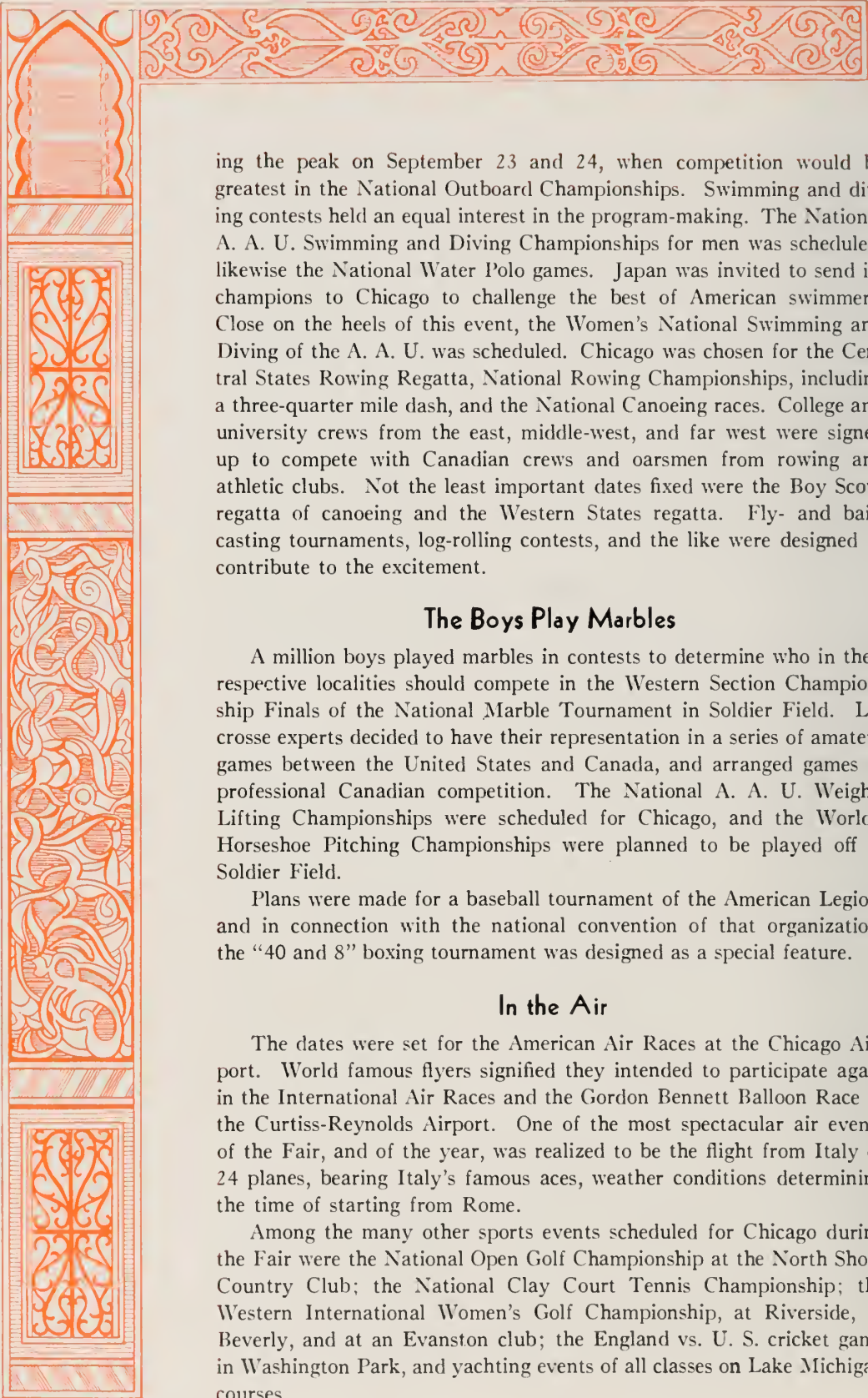
Track Events Attract Champions



Football at Soldier Field



Outboard Motor Racing



ing the peak on September 23 and 24, when competition would be greatest in the National Outboard Championships. Swimming and diving contests held an equal interest in the program-making. The National A. A. U. Swimming and Diving Championships for men was scheduled, likewise the National Water Polo games. Japan was invited to send its champions to Chicago to challenge the best of American swimmers. Close on the heels of this event, the Women's National Swimming and Diving of the A. A. U. was scheduled. Chicago was chosen for the Central States Rowing Regatta, National Rowing Championships, including a three-quarter mile dash, and the National Canoeing races. College and university crews from the east, middle-west, and far west were signed up to compete with Canadian crews and oarsmen from rowing and athletic clubs. Not the least important dates fixed were the Boy Scout regatta of canoeing and the Western States regatta. Fly- and bait-casting tournaments, log-rolling contests, and the like were designed to contribute to the excitement.

The Boys Play Marbles

A million boys played marbles in contests to determine who in their respective localities should compete in the Western Section Championship Finals of the National Marble Tournament in Soldier Field. Lacrosse experts decided to have their representation in a series of amateur games between the United States and Canada, and arranged games of professional Canadian competition. The National A. A. U. Weight-Lifting Championships were scheduled for Chicago, and the World's Horseshoe Pitching Championships were planned to be played off in Soldier Field.

Plans were made for a baseball tournament of the American Legion, and in connection with the national convention of that organization, the "40 and 8" boxing tournament was designed as a special feature.

In the Air

The dates were set for the American Air Races at the Chicago Airport. World famous flyers signified they intended to participate again in the International Air Races and the Gordon Bennett Balloon Race at the Curtiss-Reynolds Airport. One of the most spectacular air events of the Fair, and of the year, was realized to be the flight from Italy of 24 planes, bearing Italy's famous aces, weather conditions determining the time of starting from Rome.

Among the many other sports events scheduled for Chicago during the Fair were the National Open Golf Championship at the North Shore Country Club; the National Clay Court Tennis Championship; the Western International Women's Golf Championship, at Riverside, at Beverly, and at an Evanston club; the England vs. U. S. cricket game in Washington Park, and yachting events of all classes on Lake Michigan courses.



Gene Sarazan



Baseball is Daily Fare



At the Water Carnival



Outboard Motorboat Racing on the Lagoon



Sky-Ride



Fun and Special Attractions

Fun reigns in the Fair. Nor is it confined merely to the strip exactly 1,933 feet long that is devoted to the barker, the blare, and the ballyhoo. It is everywhere—wholesome fun and fascinating adventures for those who would drop their cares and don the cloak of conviviality.

The Towering Sky-Ride

Two towers stand like giant sentinels, 1,850 feet apart, seeming to guard the Hall of Science on the Mainland, and the Hall of Social Science across the Lagoon—support of the spectacular Sky-Ride, great thrill feature of A Century of Progress. Back in '93, it was the monster Ferris Wheel that everybody talked about, and everybody rode. Today, striking example of the progress of science even in thrill makers, is this suspension bridge principle applied to an entertainment feature—and perhaps the near solution of some problems of overhead transportation.

They are higher than any building in Chicago, these two strong steel towers, imbedded deep in cement. Six hundred and twenty-eight feet they rise into the skies, with observation floors atop them. If you stand in one of these observation rooms at night and look down, you gaze upon a magic city that seems to float in a vast pool of light. From the towers, great searchlights sweep the sky, the lake, and over the great city to the west, to clash with other massive beams of light. In the day, look down, and it is a pattern of many hues, like a gigantic, gay rug, or a vast garden of colorful flowers. Far to the south you look upon Indiana, and to the north upon Wisconsin, to the west, Chicago and Illinois, and eastward across the lake you can see Michigan. Airplanes, and dirigibles may pass, as cars do on the ground, and clouds may swirl about you. You are standing a hundred feet higher than the observation level of Washington monument.

On a 200-foot level the rocket cars offer you a beautiful and, mayhap, thrilling ride across the lagoon. These cars are suspended from a cableway which has a breaking strength of 220,000 pounds per square inch of cross section. Only one span in the world, that of the George Washington bridge across the Hudson River just above New York City, exceeds the Sky-Ride cableway in length. The towers and rocket cars can handle 5,000 visitors an hour.

The Sky-Ride was built by five great companies, Otis Elevator Company, Mississippi Valley Structural Steel Company, John A. Roebling's Sons Company, Inland Steel Company, and Great Lakes Dredge and Dock Company and is an appropriate expression of their faith in the future of American industry.

The Children's World's Fair

Five acres of land in A Century of Progress are set aside for children—and for grownups, too, who still can feel the thrill of make believe. The Enchanted Island lies between the lagoon and the lake, and from it rises a towering mountain. About it are giants, and through the area on Northerly island move guards and other employees as out of Fairyland, dressed appropriately for their parts.

A huge push-wagon stands fifteen feet high, with a big boy on its top, and underneath it is a shop where wagons are made. There's a house of marbles, and a children's restaurant. There are story telling ladies, and playgrounds with all sorts of devices.

The youngsters can slide down the mountain side, and there's a fairy castle, a mechanical zoo, a miniature railroad, a marionette show. They have their own theater, too, with plays staged by the Junior League of Chicago; such as "Peter Pan," "Cinderella," "The Birthday of the Infanta," "The Ordeal of Sir Gawayne," and "The Captivity of Eleanor Lytle," which is a true story from the life of Mrs. John Kinzie in the early days of Chicago.

There are trained attendants who will amuse the children while their parents go away to other parts of the Fair to enjoy themselves. It's a land of allure for the children, a spot they'll never forget, even when they are as old as their parents now are.



Left—Jumbo and
the Magic Mountain—

Right—Jacob
Elmo Littleton,
7½ ft. Giant
Greets Children



The Enchanted Island



The Midway

The Midway—City of a Million Lights—revives vivid memories of the Fair of '93. You encounter its first flaring banner when you turn south from the Twenty-third Street entrance. Visit it by day, and you may think of brilliant bands of color connecting two great sections of the Fair; at night, you might think of a gorgeous scintillating trinket. Such are the effects achieved with colored, and modern white lighting, that even in this area of spectacles and sideshows, strange and unusual attractions, and circus cacophony, beauty has been attained.

Ride the breath-taking roller coaster, or the flying turns that combine the thrills of a toboggan with those of a coaster. Play the games. Watch the tricks of magic. Visit the place where daring youths dive into tanks and wrestle with alligators. Enter here where beauties of the Orient dance to strange tunes, and wrestlers, fencers, swordfighters, and Egyptian diviners and jugglers, give you glimpses of Cairo, Damascus, Tunis, Tripoli, and Algiers. See the “apotheosis of America’s womanly pulchritude,” the “living wonders,” the Siamese Twins, giant people, and other “freaks” gathered from the four corners of the earth.

Turn aside to visit the Midget Village, where sixty Lilliputians live in their tiny houses, conduct their diminutive activities, serve you with food, and entertain you with theatrical performances. See the strange snakes, giant pythons, and other rare reptiles. And here’s the Pirate Ship, double decked, with two dance floors and two orchestras on the lakeshore, accommodating 2,000 or more dancers. See the thrilling action of the Battle of Gettysburg, which was here in '93. Eat in the Circus Cook House, with sawdust floor.

The most famous panorama in the world—the far heralded “Panthéon de la Guerre,” which for eight years following the close of the World War was shown in Paris to more than 8,000,000 persons, is exhibited in its own building on the midway near Twenty-fifth street. The great panorama depicts the battlefields of France and Belgium with a stirring assemblage of 6,000 life-size figures of heroes and leaders in the foreground.

Places to Shop

Within the grounds there is a reflection of Chicago’s outstanding position as a shopping center. You may shop at the Fair to fill almost all needs. In many of the buildings, products are offered for sale, and also in concessions. Two shopping districts in particular offer a wide range. Science Bridge, at Sixteenth street, which connects, across the Lagoon, the Hall of Science and the Hall of Social Science, has at its curving north end a terrace, with a ramp leading from Leif Eriksen drive. Along the terrace are many interesting shops for drugs, jewelry, souvenirs and novelties, pipes and smoker’s articles.

At Twenty-third street is the beautiful plaza and the Twenty-third Street bridge, curving with the end of the south Lagoon. On this plaza, and the bridge, is a concourse of shops, each with a 19-foot frontage,

and with glass show windows. There is another drug store here, an elaborate men's furnishing shop, furniture displays, toys, gifts of all kinds, jewelry, photograph studios, movie studios, candy, theater ticket offices and many others. This concourse is declared to rival in beauty the Ponte Vecchio in Rome.



Admiral Byrd's South Polar Ship

Byrd's South Pole Ship

Close to the Venetian bridge, Admiral Byrd had his famous antarctic ship moored. The "City of New York" is laden with instruments, curios, and stories of Byrd's great expedition. Some of the boys who were on the trip are on the ship to tell you about it.

The Belgian Village

Immediately adjoining the Twenty-third Street entrance you find yourself pulling the latchstring of a Sixteenth century Belgian Village. The houses and buildings are exact reproductions of those seen by the American tourist in Belgium today. Gay cafes and shops, typical medieval homes, an old church, and a town hall go to make a display which is unsurpassed.

The village is inhabited by craftsmen in the costumes of hundreds of years ago. Ancient folk dances are a feature of the main square. Typical Belgian milk carts drawn by dogs and driven by merry milk-maids add to the picturesqueness of the village.



The Belgian Village

The Streets of Paris

On the lower road is a city, a Paris moved over to America, for entertainment. Here, in narrow streets, are gendarmes, sidewalk cafes, quaint shops, chestnut vendors, strolling artists, milk maids, and musicians. There is music and dancing, wax works, and an atelier. There is a beauty revue, and clowns, peep shows, a chamber of horrors. The streets are named as in Paris, the buildings faithful reproductions. There are even some of the famous Parisian restaurants.

The World a Million Years Ago

It is hard for us to conceive of a world inhabited by monsters other than those of industry. But, when we cross the broad plaza at Twenty-third street to a spherical building on the hillside by the lagoon, we see examples of prehistoric creatures that would, in the flesh, terrify the bravest man.

Step onto a platform, in motion, and you will be transported through "The World a Million Years Ago." You are carried past a series of six dioramas displaying the animals of the ice age and "man" before the dawn of history. Then you enter the main arena. Here, gigantic, prehistoric beasts are brought to life—a platybelodon, a huge hairy mammoth, a giant gorilla, saber-tooth tiger, and ground sloth are seen in conflict. Also, the glyptodon, triceratops, pterodactyl, the massive brontosaurus, and the vernops and dimetrodon in a death struggle are represented in their natural habitats—seem to be alive, breathing, uttering cries, and moving.





The Ukrainian Pavilion

If you should enter the exposition at the Thirty-seventh Street entrance, one of the first things to catch your eye is the Ukrainian pavilion, the display of a group of Ukrainian societies of America and Europe. It is a picturesque building in which there is a theater where folk plays, native dances, and choral singing are given. Exhibits of the painting and sculpture of the Ukraine, and a restaurant distinctively that of the valley of the Dnieper, lend another colorful note to this area.

Wild Western Sports

A new sport has come to town in the form of the "Rolleo" and it is a real sport. It's the sport of standing on an untethered log in water, and trying to stay upright. They're doing it, down near the South entrance, and they have some real champions there, too.

Next door to the Rolleo, is the wild west show owned, managed and operated by that master showman, Col. Zack Miller. He's here for the Fair with all his boys from the "101" Ranch, and he's putting on a rattling good show.

Then, too, the Southwest comes in for its part with Old Mexico serving hot foods, hot music, and hot dancing. The building looks out over the lake, and the cool breezes sift in, making it a delightful haven.

The days of the gold fever and the great gold rush is lived over in the "Days of '49" where wine, women, song, and gold flow freely, and there are robberies, shootings, and hangings to liven up the days and nights.

A little farther north is the livestock and horse show, with the largest prize-winning horse and the smallest prize-winning horse in neighboring stalls. And there are dogs and cows, and pigeons, and rabbits, and mice, too.

Goodyear Blimps

The other side of the Travel and Transport Pageant from the Air Show is the Goodyear acreage. Here, the *Puritan* and her sister ships will give you a dirigible ride over the grounds, and show you how it feels to have the lake and city below you and the clouds around you.

A Bathing Beach

Where the lake comes in to wash upon the north tip of Northerly island, Jantzen's Beach offers children or grown-ups a place to bathe safely, in a scene as colorful as the rest of the Fair. There are diving boards, and clean sands, and lifeguards, and gay umbrellas. Nearby is a chance to play "aquatic golf," driving golf balls out into the lake to keep in practice while away from the home tees.

An Aviation Show

Across from the Travel and Transport building, there is the Air Show. Famous planes which have made history are on display—planes which have crossed the Atlantic, the Pacific, and planes which have made speed records, won all kinds of races, and set endurance and altitude marks. One of the most famous of these is the ship in which Glenn H. Curtiss won the \$10,000 prize for a flight from Albany to New York, a distance of 143 miles, covered in two hours and fifty minutes—back in 1910. Another is the *Columbia*, in which Chamberlin and Levine crossed the Atlantic to Germany. Still another is the *Woolroc*, in which Col. Art Goebel and Lieut. Davis flew from Oakland, Cal., to Honolulu, 2,400 miles, in 25 hours, 17 minutes. Every type of ship is shown, and a complete history of aviation given.

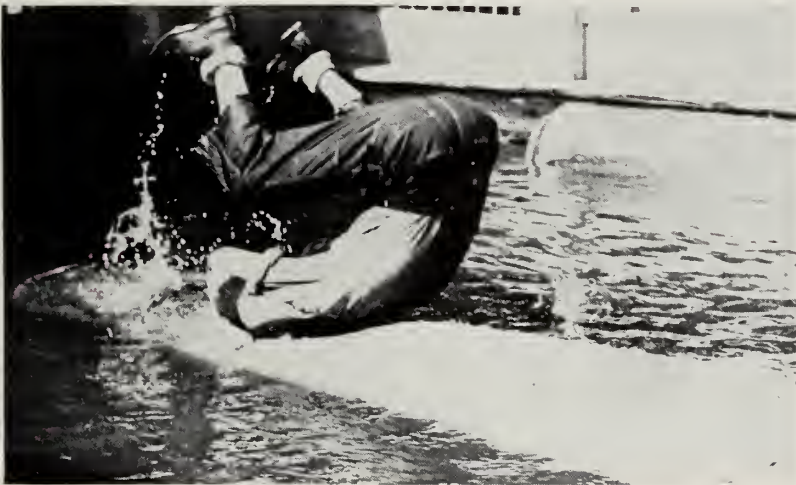
Hollywood

Just south of Enchanted Island is a place where you may go and see motion pictures in the making and actual radio broadcasting. This is the World's Fair Hollywood.

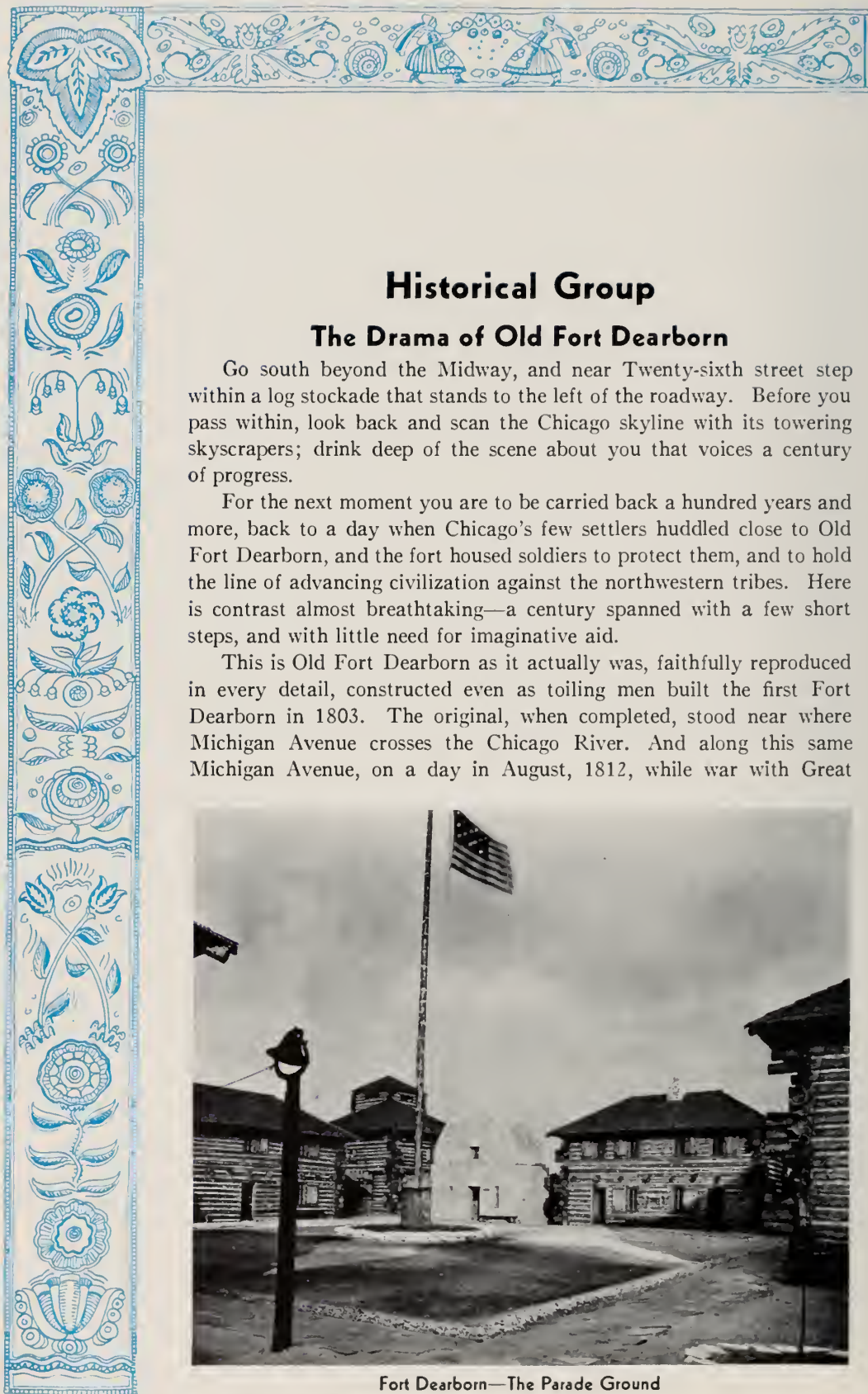
Motion picture productions are filmed daily, and you can watch sound recording and "shooting" through a glass before a 60-foot stage. Amateur movie photographers may bring their own cameras and shoot scenes on the outdoor sets which surround the building. Burton Holmes, Inc., operates sound recording equipment in the studio, and RCA Institutes, Inc., has charge of the technical direction.

From two well-equipped studios programs are broadcast. There are also exhibitions of television—the art of tomorrow.

Also, in Spoor's Spectaculum, you may see something wholly new in motion pictures—"natural vision pictures," or three-dimensional pictures that give depth to the scenes as though they were real.



One of the Expert Log Rollers at the Rolleo



Historical Group

The Drama of Old Fort Dearborn

Go south beyond the Midway, and near Twenty-sixth street step within a log stockade that stands to the left of the roadway. Before you pass within, look back and scan the Chicago skyline with its towering skyscrapers; drink deep of the scene about you that voices a century of progress.

For the next moment you are to be carried back a hundred years and more, back to a day when Chicago's few settlers huddled close to Old Fort Dearborn, and the fort housed soldiers to protect them, and to hold the line of advancing civilization against the northwestern tribes. Here is contrast almost breathtaking—a century spanned with a few short steps, and with little need for imaginative aid.

This is Old Fort Dearborn as it actually was, faithfully reproduced in every detail, constructed even as toiling men built the first Fort Dearborn in 1803. The original, when completed, stood near where Michigan Avenue crosses the Chicago River. And along this same Michigan Avenue, on a day in August, 1812, while war with Great



Fort Dearborn—The Parade Ground

Britain was raging, men and women marched from the fort and were massacred by the Indians; only a few survived that terrible day.

As you enter the massive log gate leading into the stockaded inclosure you see a quadrangular parade ground, in the center of which is the 70-foot flagpole. The flag that flies from it carries, you will note, fifteen stars for the states of 1812. Guards are dressed in the blue and white uniforms of the era. Double rows of log palisades, ten feet and five feet in height, are so arranged as to permit the fort's blockhouses to command the terrain outside, and the inner space between the palisades. On the northeast corner is a blockhouse, and one on the southwest corner. Along the walls are narrow slits, through which, in the original fort, soldiers trained their guns.

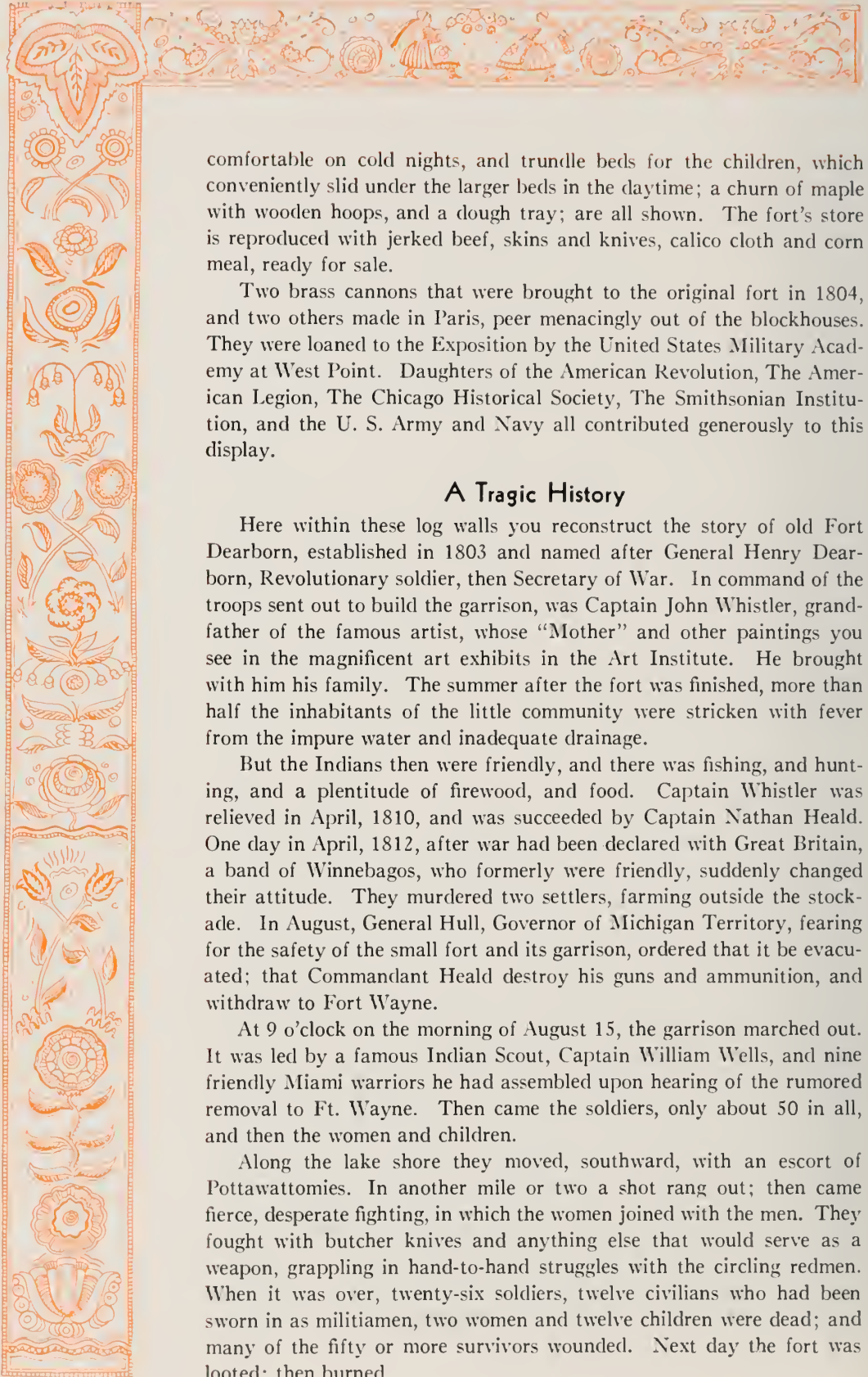
Here are the soldiers' quarters, and across from them those of the officers. On the east side are the commanding officer's quarters, next to them the supplies building, then the powder magazine.

You may spend hours looking at maps, and records, and relics. Photostatic copies of the old fort, other historical documents and records, and books of the period, decorate the walls. There is a facsimile of a treaty between the United States and the Sac and Fox tribes, in 1832, by which the government paid the Indians 3 cents an acre for the land of northern Illinois. An old four-poster bed, brought from England 115 years ago, a corner cupboard more than a hundred years old, pewter dishes brought from England 124 years ago, tools and fire-arms, and an old oxen yoke and a quaint wooden meat grinder 125 years old. On the table a sample ration for a day of the soldier of the time is laid out—a pound of flour, a pound of meat, vinegar, a half gill of whisky, salt, and a piece of soap.

In a corner of the enclosure is an open fireplace, over which hangs a huge iron pot, and perhaps you can picture the fire glowing on winter nights, and women of the fort making soap for the garrison. In the rooms are other fire places, with andirons, long handled frying pans, huge kettles and spits for roasting fowls. Warming pans that made beds



Entrance to Fort Dearborn



comfortable on cold nights, and trundle beds for the children, which conveniently slid under the larger beds in the daytime; a churn of maple with wooden hoops, and a dough tray; are all shown. The fort's store is reproduced with jerked beef, skins and knives, calico cloth and corn meal, ready for sale.

Two brass cannons that were brought to the original fort in 1804, and two others made in Paris, peer menacingly out of the blockhouses. They were loaned to the Exposition by the United States Military Academy at West Point. Daughters of the American Revolution, The American Legion, The Chicago Historical Society, The Smithsonian Institution, and the U. S. Army and Navy all contributed generously to this display.

A Tragic History

Here within these log walls you reconstruct the story of old Fort Dearborn, established in 1803 and named after General Henry Dearborn, Revolutionary soldier, then Secretary of War. In command of the troops sent out to build the garrison, was Captain John Whistler, grandfather of the famous artist, whose "Mother" and other paintings you see in the magnificent art exhibits in the Art Institute. He brought with him his family. The summer after the fort was finished, more than half the inhabitants of the little community were stricken with fever from the impure water and inadequate drainage.

But the Indians then were friendly, and there was fishing, and hunting, and a plentitude of firewood, and food. Captain Whistler was relieved in April, 1810, and was succeeded by Captain Nathan Heald. One day in April, 1812, after war had been declared with Great Britain, a band of Winnebagos, who formerly were friendly, suddenly changed their attitude. They murdered two settlers, farming outside the stockade. In August, General Hull, Governor of Michigan Territory, fearing for the safety of the small fort and its garrison, ordered that it be evacuated; that Commandant Heald destroy his guns and ammunition, and withdraw to Fort Wayne.

At 9 o'clock on the morning of August 15, the garrison marched out. It was led by a famous Indian Scout, Captain William Wells, and nine friendly Miami warriors he had assembled upon hearing of the rumored removal to Ft. Wayne. Then came the soldiers, only about 50 in all, and then the women and children.

Along the lake shore they moved, southward, with an escort of Pottawatomies. In another mile or two a shot rang out; then came fierce, desperate fighting, in which the women joined with the men. They fought with butcher knives and anything else that would serve as a weapon, grappling in hand-to-hand struggles with the circling redmen. When it was over, twenty-six soldiers, twelve civilians who had been sworn in as militiamen, two women and twelve children were dead; and many of the fifty or more survivors wounded. Next day the fort was looted; then burned.



Captain Heald was taken prisoner, and was paroled later by the Indians. Among the documents in Old Fort Dearborn, are to be seen the quarterly returns made out by him, one of which records the casualties of the tragic day, another a copy of his parole.

The De Saible, or du Sable, Cabin

Near Old Fort Dearborn you can see a reproduction of the cabin of Chicago's first citizen, Jean Baptiste Point de Saible, who lived on the north bank of the Chicago River, and traded in furs, even before the fort was built. He was a prosperous, educated negro of French extraction. The cabin gave way to what then was considered a mansion, and in it he collected Chicago's first art collection and library. It is thought he established his first cabin in 1777 and left in 1800, to go further south in Illinois.

The Marquette Cabin

And further along, you may visit a cabin erected as tribute to Father Jacques Marquette, who came by boat down the south branch of the Chicago River to Lake Michigan, in 1673.

To keep his promise to the Illinois Indians that he would return to them "within four moons," the brave priest-explorer defied the danger of his exhausted condition, and after his second visit the following winter, died in a little hut in Michigan, by the stream that bears his name.

The Life and Lore of Lincoln

By Old Fort Dearborn stands another stockade of logs, in which are five buildings. Each marks an epoch in the upward struggle of Abraham Lincoln.

Here is the tiny, one-room cabin near Hodgenville, Ky., where he was born, and about which he played as a boy. Then the second home he knew, larger, and, to the boy who had known only bitterest poverty, a bit luxurious, on Pigeon Creek in Indiana. Then the little gen-



Interior—Rutledge Tavern





Abraham Lincoln's Boyhood Home and the Lincoln-Berry Store

eral store in Salem, Ill., where Lincoln read law, and many of the books that broadened his eager mind; and a tragically tender reminder of his early romance, the Rutledge tavern, where he wooed and won Ann Rutledge, only to suffer so greatly that he contemplated suicide, when she died of pneumonia. Lastly, the Wigwam, where Abraham Lincoln, following his memorable forensic struggles with Douglas, the "Little Giant," emerged as a candidate for the Presidency.

All but the Wigwam are actual reproductions, in size and furnishing, of the structures themselves. The Wigwam is miniature, though a sizeable structure withal. Its original stood at the corner of Lake and Market streets, Chicago.

In these buildings you will find furniture of the time of Lincoln, and many mementos of the martyr's career. Among them is a cedar cane which Lincoln whittled for a friend, a hammer he used as a surveyor, articles from the store, which he and William F. Berry ran in partnership, the fire tongs of the original Rutledge tavern, a small trunk, and other articles of furniture the immortal Lincoln used. Further interesting studies of Lincoln's life will be found in the Illinois Host house on the Avenue of Flags.

It is fitting, indeed, that, in an exposition of the progress of a century, the most important man of that century should hold a high and important position. Abraham Lincoln holds that place by right and by acclamation. The story of his life and memorable actions is told in a splendid series of exhibits as an act of reverent homage.



Eating Places on the Grounds

Regardless of where you may be in the grounds, when hunger calls, there's an answer nearby. There's a wide variety of menus, whether you choose with the eye of the epicure, to eat in leisure, and dance perhaps, or whether in haste you wish only a light repast.

Prices in the Fair are scaled to meet all tastes from moderate to luxurious, and the eating places, whether elaborate restaurants with entertainment, or sandwich stands, are supervised. You may dine and dance on the cool shore of the lake, or overlooking the peaceful lagoon, or take a bite-and-sip in smaller places where sandwiches and refreshments are served, or eat in the novelty circus tent, or in a desert half-way station of the Southwest, or in an early mining camp.

On the Mainland

Let us say that you are somewhere in the neighborhood of the Administration building, at luncheon or dinner time. Eitel's Rotisserie is at the west end of the bridge that goes across to Northerly Island, and just east of the Twelfth Street entrance. This is a lunchroom for a quick meal, and an outdoor dining room overlooking lake and lagoon for a more leisurely one. Food is served, too, in the Sears, Roebuck building, just across from the Administration building, cafeteria style, with another lunchroom on the roof.

On down the Avenue of Flags, you may turn to your left and dine on Italian food and view the lagoon, or turn to your right and enjoy a meal in the large dining room of the Czechoslovakian pavilion, with many native dishes. Or drop into the northwest corner of the Hall of Science, just beyond, where one of the many Crown Food Century Grills that are scattered throughout the exposition is found. Turn to your left at the Hall of Science, and in the northeast corner you can eat in the Walgreen's drugstore. In the southeast corner of the Hall of Science is a Triangle restaurant.

West from the Hall of Science, you can choose delectable Chinese food, eat outdoors, or under shelter, in the Chinese pavilion, and just a bit west of that is the Japanese pavilion where you may dine on the food of the Nipponese, cooked by skilled Japanese chefs.

Further south you may stop in the Muller Pabst Cafe, a spacious restaurant, with outdoor tables, too. Further on, one of the 25 Downy Flake Doughnut Shops on the grounds offers crispy doughnuts, and coffee. Next you come to the Belgian Village, at the right of the road. Here the Restaurant Leopold invites to Belgian food and dancing, while many other bars and cafes serve dinners and lunches. A little further on you find The Streets of Paris, to the left of the road, and here is French food—in the Café de la Paix, Café de la Rotonde, Café du Dome, or the Café le Select, and other similar places.



Above—Victor Vienna Restaurant

Below—Adobe House



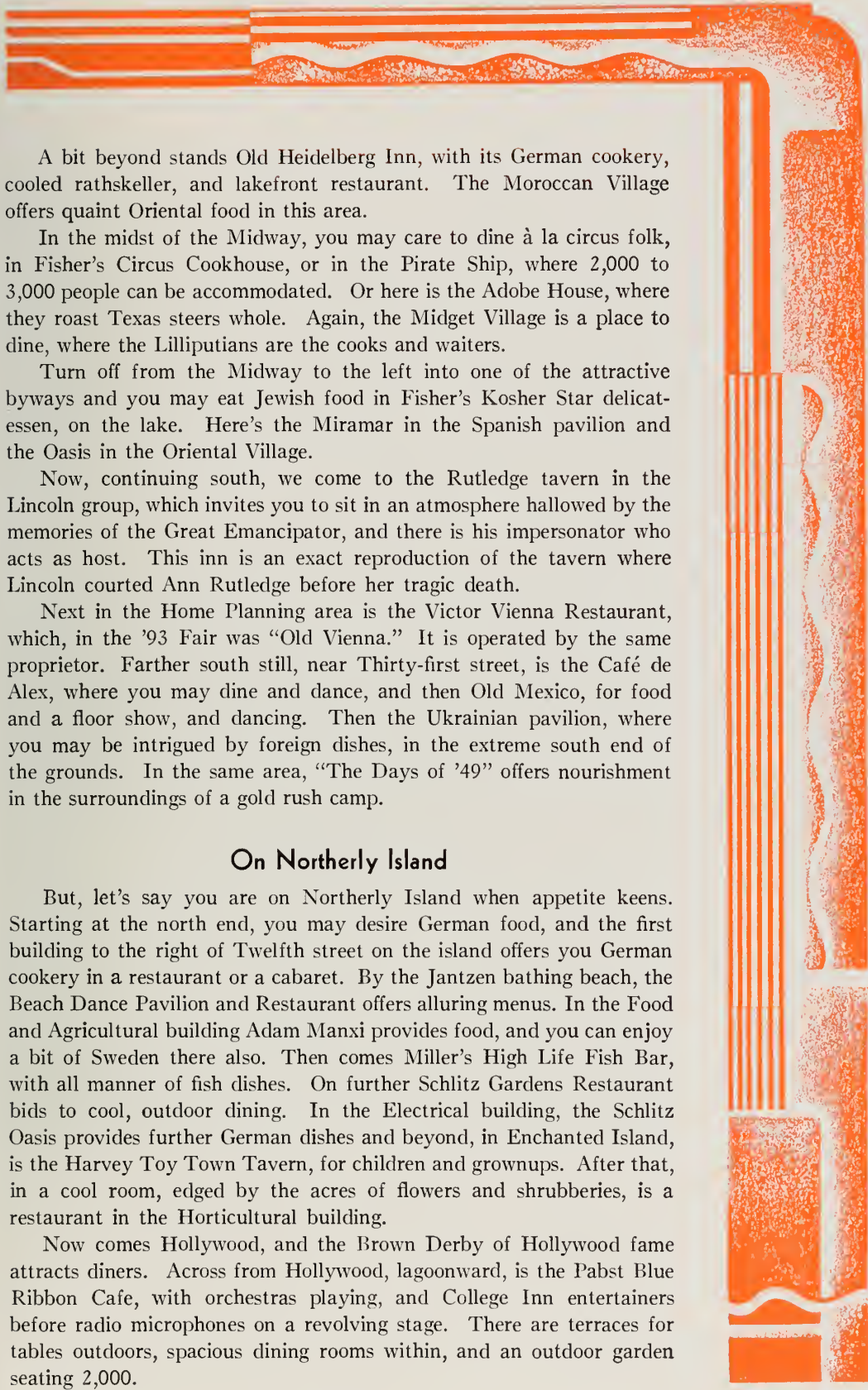
Interior—Mueller-Pabst Cafe



The Pabst Blue Ribbon Casino



Old Heidelberg Inn



A bit beyond stands Old Heidelberg Inn, with its German cookery, cooled rathskeller, and lakefront restaurant. The Moroccan Village offers quaint Oriental food in this area.

In the midst of the Midway, you may care to dine à la circus folk, in Fisher's Circus Cookhouse, or in the Pirate Ship, where 2,000 to 3,000 people can be accommodated. Or here is the Adobe House, where they roast Texas steers whole. Again, the Midget Village is a place to dine, where the Lilliputians are the cooks and waiters.

Turn off from the Midway to the left into one of the attractive byways and you may eat Jewish food in Fisher's Kosher Star delicatessen, on the lake. Here's the Miramar in the Spanish pavilion and the Oasis in the Oriental Village.

Now, continuing south, we come to the Rutledge tavern in the Lincoln group, which invites you to sit in an atmosphere hallowed by the memories of the Great Emancipator, and there is his impersonator who acts as host. This inn is an exact reproduction of the tavern where Lincoln courted Ann Rutledge before her tragic death.

Next in the Home Planning area is the Victor Vienna Restaurant, which, in the '93 Fair was "Old Vienna." It is operated by the same proprietor. Farther south still, near Thirty-first street, is the Café de Alex, where you may dine and dance, and then Old Mexico, for food and a floor show, and dancing. Then the Ukrainian pavilion, where you may be intrigued by foreign dishes, in the extreme south end of the grounds. In the same area, "The Days of '49" offers nourishment in the surroundings of a gold rush camp.

On Northerly Island

But, let's say you are on Northerly Island when appetite keens. Starting at the north end, you may desire German food, and the first building to the right of Twelfth street on the island offers you German cookery in a restaurant or a cabaret. By the Jantzen bathing beach, the Beach Dance Pavilion and Restaurant offers alluring menus. In the Food and Agricultural building Adam Manxi provides food, and you can enjoy a bit of Sweden there also. Then comes Miller's High Life Fish Bar, with all manner of fish dishes. On further Schlitz Gardens Restaurant bids to cool, outdoor dining. In the Electrical building, the Schlitz Oasis provides further German dishes and beyond, in Enchanted Island, is the Harvey Toy Town Tavern, for children and grownups. After that, in a cool room, edged by the acres of flowers and shrubberies, is a restaurant in the Horticultural building.

Now comes Hollywood, and the Brown Derby of Hollywood fame attracts diners. Across from Hollywood, lagoonward, is the Pabst Blue Ribbon Cafe, with orchestras playing, and College Inn entertainers before radio microphones on a revolving stage. There are terraces for tables outdoors, spacious dining rooms within, and an outdoor garden seating 2,000.

The Dance Places

For those who particularly enjoy dancing with their dining there are several eating places in the grounds which provide dancing for the guests. They are, going southward on the Mainland, Café de la Paix, Café de Rotonde, Café du Dome, Restaurant Léopold, Old Heidelberg, Moroccan Village, Casino de Alex; the Miramar in the Spanish pavilion, the Pirate Ship, Old Mexico; on the Island, Pabst Blue Ribbon Casino, Beach dancing pavilion and restaurant.

In addition to these eating places, there are scattered through the Fair grounds innumerable sandwich shops, hot dog stands, and specialty concessions where those who wish a hasty snack will find food to please them. Lakeward from the Government building on Northerly Island there are picnic grounds where those who wish to may take their own lunches.

Thus, the menus are varied, the offerings many, and gustatory delights are offered in every section of the Fair. Dining at the Fair is not a problem.



Miller's High Life Fish Bar

General Information for Visitors

In traffic control, in transportation facilities, in housing, in prices, in accurate, courteous guide and information detail and in every way that could be conceived as contributory to the visitor's welfare, the A Century of Progress organization, and the City of Chicago, and the State of Illinois have cooperated to command, or to regulate conditions, wherever possible, in the hope of causing you genuinely to feel that you are being entertained by a hospitable, considerate host.

The Official Medal





The Official World's Fair Medal is a bronze piece, suitable for keeping as a treasured souvenir, that beautifully expresses the spirit and purpose of A Century of Progress. Its modeling is the work of Emil Robert Zettler, head of the industrial arts section of the Art Institute of Chicago. The first medal struck off was for presentation to President Franklin D. Roosevelt.

On the face of the medal is a strong, swift figure, symbol of energy and action, which represents the intellectual arch between man's resources and man's work. One foot of the figure stands on the pillar of 1833, one on 1933. The words, "Research" and "Industry" give the keynote of the Fair theme. The reverse side of the medal carries a plan of the World's Fair grounds. The medal is in three sizes, $2\frac{3}{4}$ inches wide, $2\frac{1}{4}$ inches wide and $1\frac{1}{2}$ inches wide, and will be for sale on the grounds.

Information About Transportation

Twenty-five of the thirty-three trunk lines terminating in Chicago operate passenger trains, and approximately 1,500 arrive daily. If you



are one of 60,000,000 people who live within what is called, Chicago territory, you may leave your home any day, enjoy a delightful dinner on the train, a good night's rest, and begin your enjoyment of A Century of Progress twelve hours after leaving your home. Chicago is the largest railroad center in the world, and 100,000,000 people live within 24 hours' train ride from it.

You will arrive in Chicago at one of six downtown stations, all within easy reach of the Exposition grounds. The railroads of the nation are cooperating with fast and frequent service, and with special rates, to make it easier for you to attend A Century of Progress, and to bring your families.

The rate reductions granted by the railroads depend upon the time limit of the tickets, whether going and return routes are the same, whether stopovers are desired, whether tickets are for individuals or for groups. The charge for round trip tickets ranges from one and one-half of the one-way fare down to less than one-third of the regular fare for groups of 100 adult passengers traveling in coaches with a time limit of three days.

Every railroad ticket office in the United States is an information bureau. Local ticket agents will give information about travel accommodations, and about the A Century of Progress.

By Bus and by Air

Bus routes from every section of the United States bring frequent service into Chicago, and a Union Bus Station is on Roosevelt road near Wabash avenue, less than a half mile from the Exposition grounds, with branch depots in various sections of the city. Air service is frequent, Chicago being one of the great aviation centers of the country, and air lines have added to their equipment to give fast service.

Passengers arriving at the Municipal Airport can immediately board amphibion planes and be brought to the Pal-Waukee Airport in the Exposition grounds at Thirty-first street, or be taken by bus or cab to hotels, or downtown points.

By Steamer

Steamers will bring visitors from the principal cities of the Great Lakes, landing at Navy Pier in Chicago. Smaller steamers and motor boats will then bring these visitors to the Exposition.

For Those Who Come by Auto

Fourteen of the main arteries of traffic leading into Chicago are marked, for distances of from 75 to 100 miles, with colorful markers, round in shape, for the guidance of visitors. These highways have been given appropriate World's Fair names, and the signs carry symbols indicative of these names, i. e., Electrical route, regular Nos. 15 and 42 running down through Milwaukee, along Lake Michigan, has the familiar clenched fist closed over lightning flashes; Marine route, regular No.

12, running along the lake, through St. Joseph, Michigan, the naval anchor; Automotive route, regular No. 20 through South Bend, Indiana, the wheel of an auto; International route, regular No. 6 through Walkerton, Indiana, a globe; Science route, regular No. 30 through Valparaiso, Indiana, the Adler Planetarium; Industrial route, regular No. 41 through Kentland, Indiana, a gear; Midway route, regular No. 49, through Kankakee, Illinois, a clown; Agricultural route, regular No. 66 through Dwight, Illinois, and crossing Communication route, regular No. 7 through Ottawa, Illinois, at Joliet, Illinois, a man following a plow. The Communication route carries the symbol of two telephone



Fort Dearborn Route



Science Route

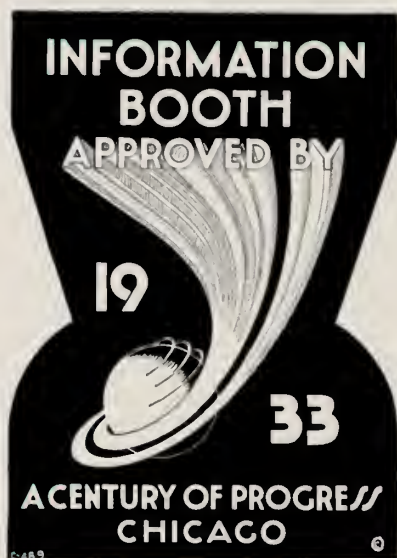


Industrial Route

poles strung with wires; Aero route, regular No. 32, through Leland, Illinois, a plane in flight; Illumination route, regular No. 30 through Rochelle, Illinois, the rising sun.



Automobile Roads Marked by a Century of Progress



Sign Designating
Official Information Booth

minute directions and furnish you with a comprehensive road map. If you wish to know about a hotel or apartment or rooms in private homes, the clerk will give you complete information and direct you how to get there.

Hotel and Room Accommodations

Chicago has an amplitude of housing accommodations, it being estimated that from one-half to three-quarters of a million people can be comfortably cared for daily throughout the life of the Fair. This includes hotels, rooming houses, apartments and rooms in private homes.

The prices for hotel service in first-class hotels range from \$1.50 to \$5 per person a day. The average price for first-class accommodations in the leading hotels is \$3 a day. Meals in most hotels are 50 cents to \$1; meals are served in many places on the grounds; sandwiches and drinks can be bought on the grounds for 10 and 15 cents.


Comfortable, clean rooms in rooming houses and in private homes can be procured for as little as \$1 a day, or less for long stays.

About 20,000 apartments, of from two to five rooms each, are available, making it possible for families, or groups, to take a modern apartment, by the week or month, with the cost per person as little as \$1 a day, or even less, depending on length of stay.

Information Agencies

Persons desiring information about hotel reservations, prices, etc., before coming to Chicago, can write the following:

William J. Hennessey, Chicago Association of Commerce.



Miss Nan F. Dean, Jackson Park Hotel Association, 1642 East 56th street (South Side).

R. L. Vanderslice, North Shore Hotel Association, 520 North Michigan avenue (North Side).

J. K. Blatchford, Chicago Hotel Association, 58 East Congress street (Loop and Downtown District).

There are three housing bureaus which have been endorsed by A Century of Progress for the convenience of persons not desiring hotel accommodations. They are:

Visitors' Tourist Service, Inc., Room 1314, 608 South Dearborn street. Telephone, Harrison 5524.

World's Fair Room Listing Bureau, 180 North Michigan avenue. Telephone, Franklin 4080.

Chicago Herald & Examiner Renting Service, Hearst Square. Telephone, Randolph 2121.

The Visitors' Tourist Service for a fee makes reservations, and provides club rooms in the business district, and free parking space for visitors.

The World's Fair Room Listing Bureau maintains a free information booth in the grounds, in the Sears Roebuck building, at the right of the Avenue of Flags, near the North Entrance, as well as the one in its headquarters uptown, at 180 North Michigan avenue.

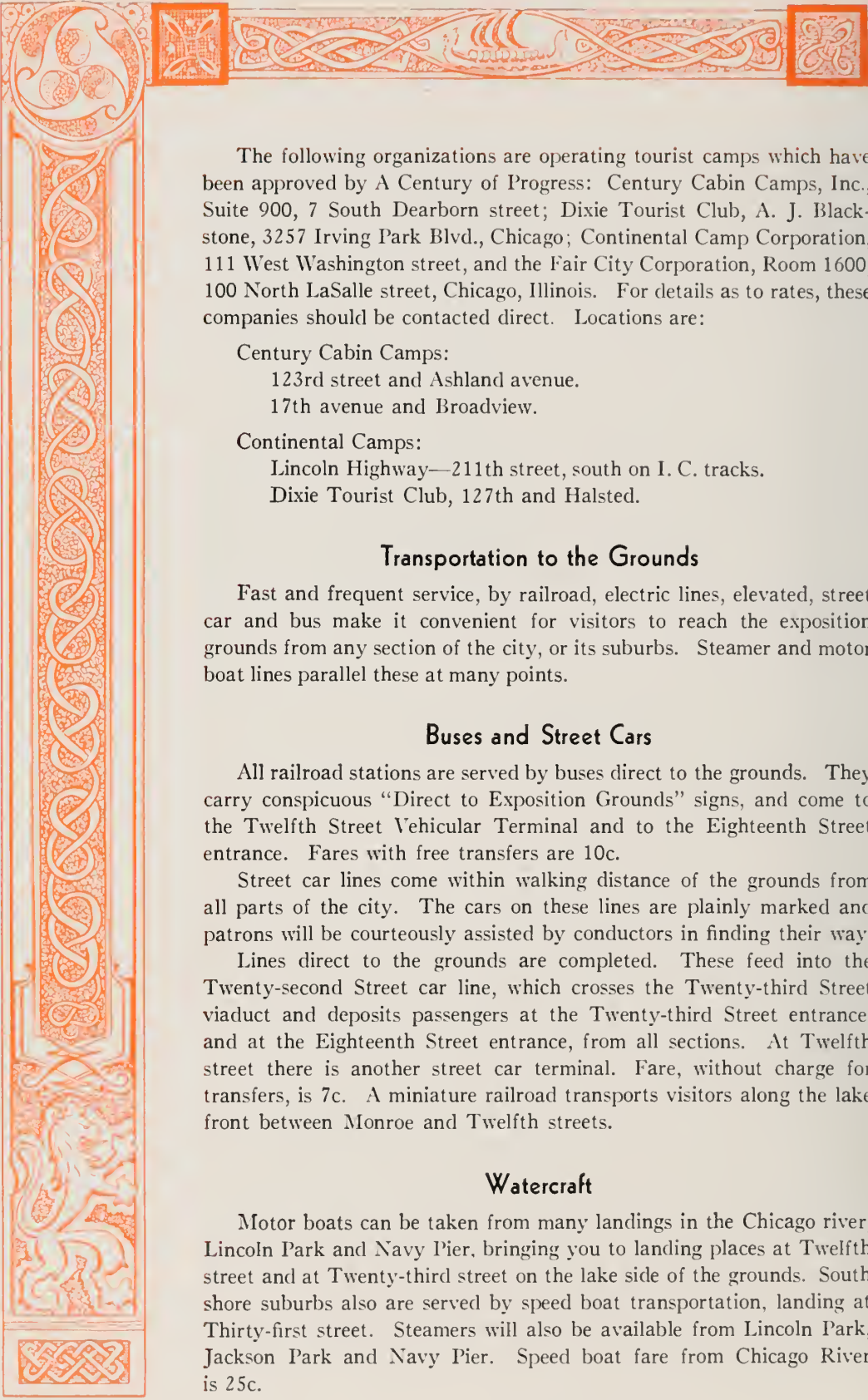
The Chicago Herald & Examiner Renting Service will publish a weekly renting guide. This guide will be available to Chicago visitors at railway and bus stations, hotels and at over 500 Sinclair filling stations in and around Chicago.

Motor Village Tourist Camps

Five motor villages, or auto tourist camps have been approved by A Century of Progress for the convenience of visitors who desire to enjoy this method of living while attending the Fair. The motor villages are located at strategic entrances of main highways into Chicago, and near high speed electric transportation to the grounds, so that residents may leave their cars, and avoid congestion of traffic to reach the Exposition.

These camps have full police and fire protection, and are under regular inspection for health and sanitation by the State Department of Health, with registered nurses and medical care always available. They are equipped with electric lights, baths and showers, bell boy, porter and maid service, nurseries and playgrounds for children, who may be left with trained attendants, writing rooms, mail service, lounges, rest rooms, public telephones, drug stores, restaurants, and candy shops.

In general, rates for tourist cabin accommodations are \$1.00 or \$1.25 per person per night, with cheaper rates for groups and for longer periods of stay. In addition to cabins, officially approved tourist camps also have available areas suitable for tenting at an approximate cost of 50c per night.



The following organizations are operating tourist camps which have been approved by A Century of Progress: Century Cabin Camps, Inc., Suite 900, 7 South Dearborn street; Dixie Tourist Club, A. J. Blackstone, 3257 Irving Park Blvd., Chicago; Continental Camp Corporation, 111 West Washington street, and the Fair City Corporation, Room 1600, 100 North LaSalle street, Chicago, Illinois. For details as to rates, these companies should be contacted direct. Locations are:

Century Cabin Camps:

123rd street and Ashland avenue.
17th avenue and Broadview.

Continental Camps:

Lincoln Highway—211th street, south on I. C. tracks.
Dixie Tourist Club, 127th and Halsted.

Transportation to the Grounds

Fast and frequent service, by railroad, electric lines, elevated, street car and bus make it convenient for visitors to reach the exposition grounds from any section of the city, or its suburbs. Steamer and motor boat lines parallel these at many points.

Buses and Street Cars

All railroad stations are served by buses direct to the grounds. They carry conspicuous "Direct to Exposition Grounds" signs, and come to the Twelfth Street Vehicular Terminal and to the Eighteenth Street entrance. Fares with free transfers are 10c.

Street car lines come within walking distance of the grounds from all parts of the city. The cars on these lines are plainly marked and patrons will be courteously assisted by conductors in finding their way.

Lines direct to the grounds are completed. These feed into the Twenty-second Street car line, which crosses the Twenty-third Street viaduct and deposits passengers at the Twenty-third Street entrance, and at the Eighteenth Street entrance, from all sections. At Twelfth street there is another street car terminal. Fare, without charge for transfers, is 7c. A miniature railroad transports visitors along the lake front between Monroe and Twelfth streets.

Watercraft

Motor boats can be taken from many landings in the Chicago river, Lincoln Park and Navy Pier, bringing you to landing places at Twelfth street and at Twenty-third street on the lake side of the grounds. South shore suburbs also are served by speed boat transportation, landing at Thirty-first street. Steamers will also be available from Lincoln Park, Jackson Park and Navy Pier. Speed boat fare from Chicago River is 25c.

Suburban Trains

The Illinois Central electric suburban trains, from south and southwest suburbs, and stations along the lake on the South Side, disembark passengers conveniently near bridges thrown across its tracks for all entrances to the Fair.

Other railroads operating suburban, and urban services feed into the railroad stations, or convenient points for taking other transportation to the grounds.

Rates within the city limits are governed by distance zones.

Elevated Lines

Elevated, or Rapid Transit lines from the south, north and northwest sections of Chicago bring passengers to within 2,000 feet of the North entrance (get off at Roosevelt Road station), within 2,800 feet of the Eighteenth Street entrance (get off at Eighteenth street), and within 3,300 feet of the Twenty-third Street entrance (get off at Twenty-second street).

Fares with free transfers are 10 cents.

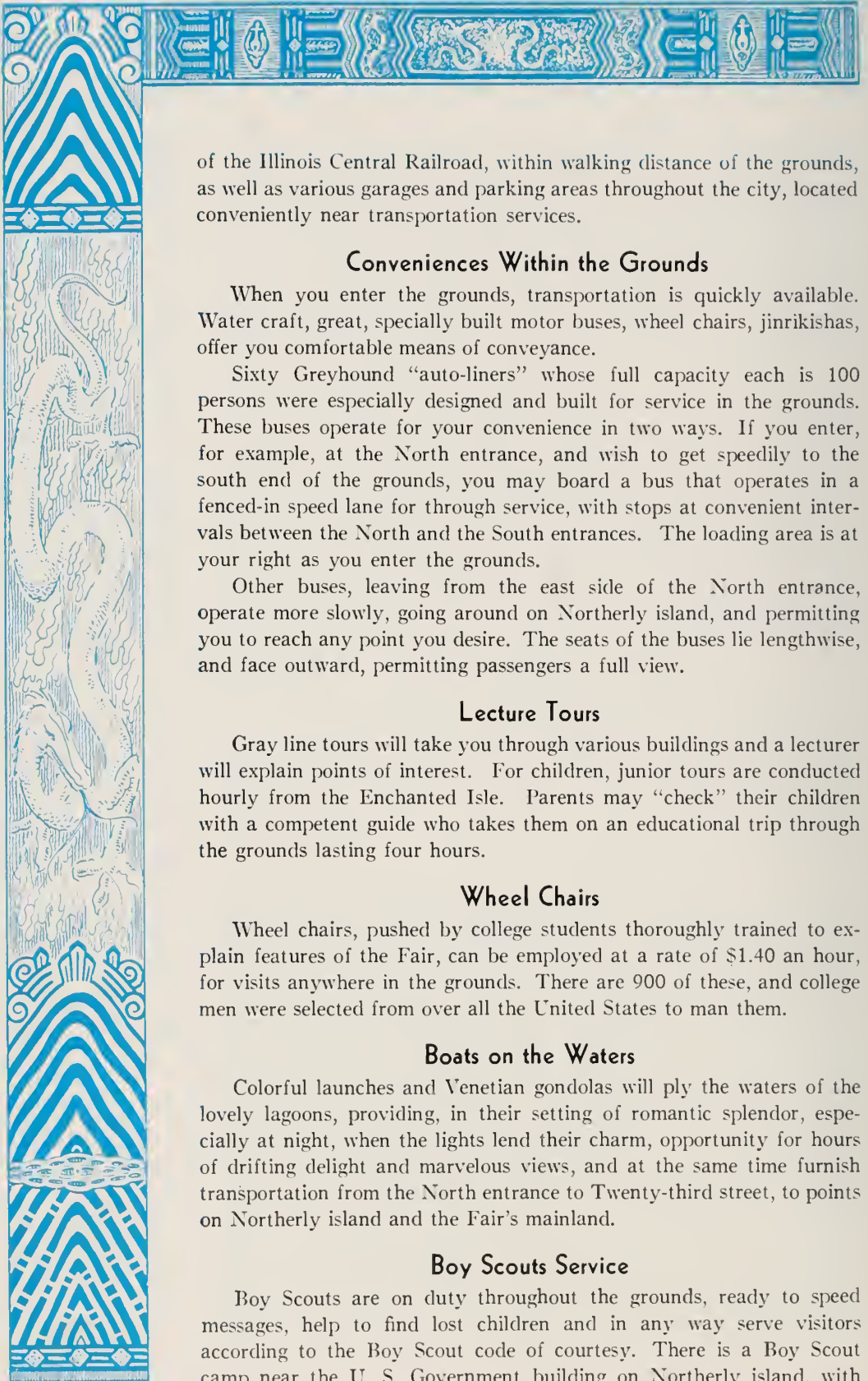
Parking

No vehicles except official ones are permitted in the Exposition enclosure. There is but one parking place immediately at the Fair grounds. This is an area lying from Sixteenth street to Eighteenth street, alongside and east of the Illinois Central tracks, with accommodations for approximately 7,000 cars.

Charges throughout the city for parking are reasonable. There are, however, a number of commercial parking areas along the westerly side



A Greyhound Intra-Fair Bus



of the Illinois Central Railroad, within walking distance of the grounds, as well as various garages and parking areas throughout the city, located conveniently near transportation services.

Conveniences Within the Grounds

When you enter the grounds, transportation is quickly available. Water craft, great, specially built motor buses, wheel chairs, jinrikishas, offer you comfortable means of conveyance.

Sixty Greyhound "auto-liners" whose full capacity each is 100 persons were especially designed and built for service in the grounds. These buses operate for your convenience in two ways. If you enter, for example, at the North entrance, and wish to get speedily to the south end of the grounds, you may board a bus that operates in a fenced-in speed lane for through service, with stops at convenient intervals between the North and the South entrances. The loading area is at your right as you enter the grounds.

Other buses, leaving from the east side of the North entrance, operate more slowly, going around on Northerly island, and permitting you to reach any point you desire. The seats of the buses lie lengthwise, and face outward, permitting passengers a full view.

Lecture Tours

Gray line tours will take you through various buildings and a lecturer will explain points of interest. For children, junior tours are conducted hourly from the Enchanted Isle. Parents may "check" their children with a competent guide who takes them on an educational trip through the grounds lasting four hours.

Wheel Chairs

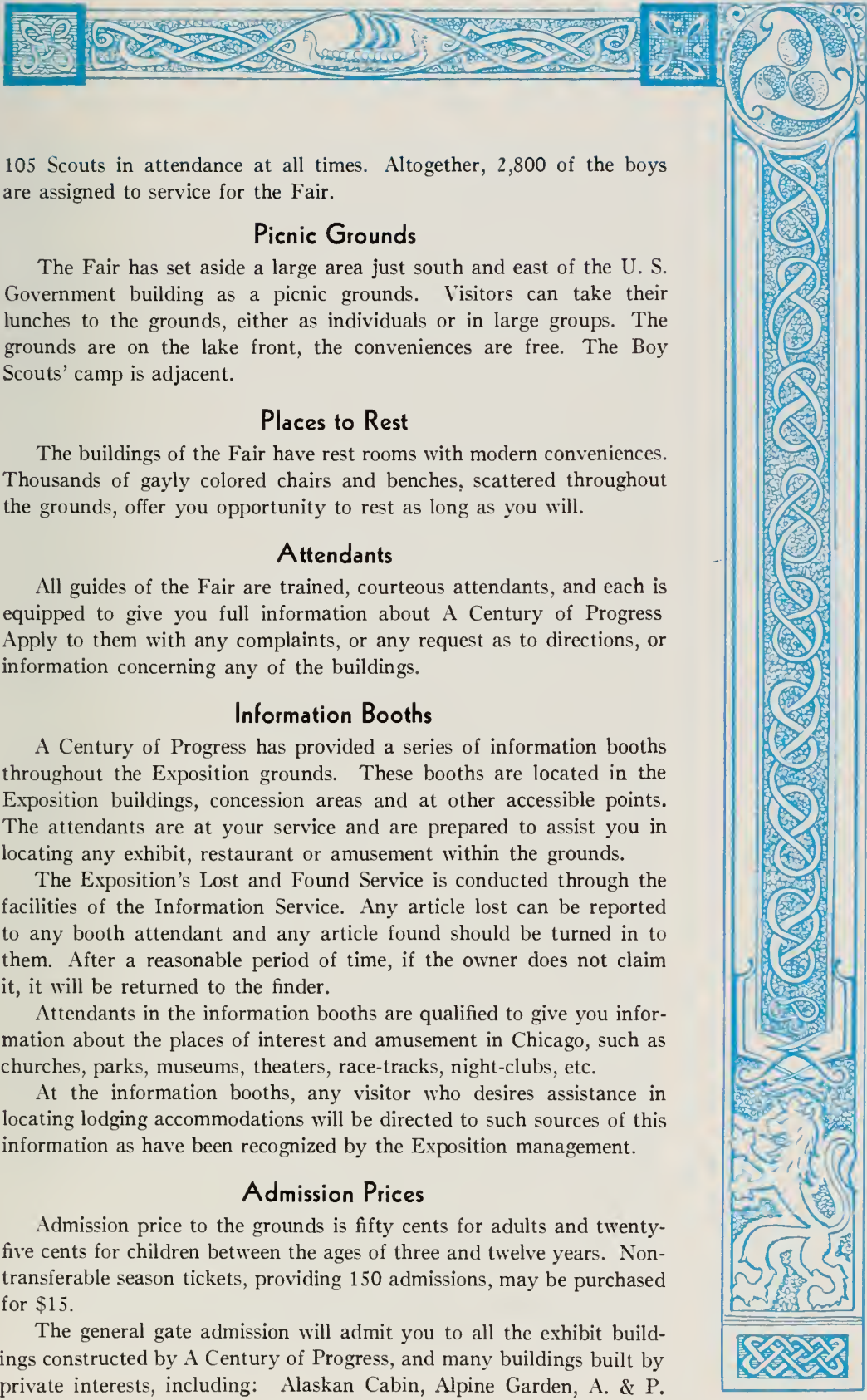
Wheel chairs, pushed by college students thoroughly trained to explain features of the Fair, can be employed at a rate of \$1.40 an hour, for visits anywhere in the grounds. There are 900 of these, and college men were selected from over all the United States to man them.

Boats on the Waters

Colorful launches and Venetian gondolas will ply the waters of the lovely lagoons, providing, in their setting of romantic splendor, especially at night, when the lights lend their charm, opportunity for hours of drifting delight and marvelous views, and at the same time furnish transportation from the North entrance to Twenty-third street, to points on Northerly island and the Fair's mainland.

Boy Scouts Service

Boy Scouts are on duty throughout the grounds, ready to speed messages, help to find lost children and in any way serve visitors according to the Boy Scout code of courtesy. There is a Boy Scout camp near the U. S. Government building on Northerly island, with



105 Scouts in attendance at all times. Altogether, 2,800 of the boys are assigned to service for the Fair.

Picnic Grounds

The Fair has set aside a large area just south and east of the U. S. Government building as a picnic grounds. Visitors can take their lunches to the grounds, either as individuals or in large groups. The grounds are on the lake front, the conveniences are free. The Boy Scouts' camp is adjacent.

Places to Rest

The buildings of the Fair have rest rooms with modern conveniences. Thousands of gayly colored chairs and benches, scattered throughout the grounds, offer you opportunity to rest as long as you will.

Attendants

All guides of the Fair are trained, courteous attendants, and each is equipped to give you full information about A Century of Progress. Apply to them with any complaints, or any request as to directions, or information concerning any of the buildings.

Information Booths

A Century of Progress has provided a series of information booths throughout the Exposition grounds. These booths are located in the Exposition buildings, concession areas and at other accessible points. The attendants are at your service and are prepared to assist you in locating any exhibit, restaurant or amusement within the grounds.

The Exposition's Lost and Found Service is conducted through the facilities of the Information Service. Any article lost can be reported to any booth attendant and any article found should be turned in to them. After a reasonable period of time, if the owner does not claim it, it will be returned to the finder.

Attendants in the information booths are qualified to give you information about the places of interest and amusement in Chicago, such as churches, parks, museums, theaters, race-tracks, night-clubs, etc.

At the information booths, any visitor who desires assistance in locating lodging accommodations will be directed to such sources of this information as have been recognized by the Exposition management.

Admission Prices

Admission price to the grounds is fifty cents for adults and twenty-five cents for children between the ages of three and twelve years. Non-transferable season tickets, providing 150 admissions, may be purchased for \$15.

The general gate admission will admit you to all the exhibit buildings constructed by A Century of Progress, and many buildings built by private interests, including: Alaskan Cabin, Alpine Garden, A. & P.



Carnival, Armco-Ferro Enamel House, Boy Scouts Exhibit, Century Beach, Chapel Car, Chinese Pavilion, Christian Science Monitor Bldg., Chrysler Motors Bldg., Columbus Memorial Light, Common Brick House, Crane Company Station, Czechoslovakian Pavilion, Dahlia Garden, Dairy Bldg., De Saible Cabin, Design for Living House, Edison Memorial, Egyptian Temple, Electrical Bldg., Firestone Bldg., Florida Gardens, Florida House, Foods and Agriculture Bldg., Garden of Comfort, General Cigar Co. Bldg., General Exhibits Group, General Houses, Inc. House, General Motors Bldg., Glass Block House, Hall of Religion, Hall of Science, Hall of Social Science, Havoline Thermometer, Home Planning Hall, Illinois Host House, Indian Village, Italian Pavilion, Japanese Pavilion, Johns-Manville Bldg., Kohler Bldg., Lumber Industries House, Machinery Demonstration Area, Marquette Cabin, Masonite House, Maya Temple, Moroccan Village, Norwegian Training Ship, Outdoor Railroad Exhibit, Penland Weavers' and Potters' Cabin, Peony Garden, Picnic Grounds, Radio and Communications Bldg., Rostone House, Sears, Roebuck Bldg., Sinclair Dinosaur Exhibit, Southern Cypress House, Spanish Pavilion, States Bldg., Stransteel-Good House-keeping House, Swedish Pavilion, Terrazzo Promenade, Time-Fortune Bldg., Travel and Transport Bldg., Ukrainian Pavilion, U. S. Army Camp, U. S. Government Bldg., Whiting Corp.—Nash Motor Bldg., W. & J. Sloane House.

The locations of these free attractions are shown in red on the map in the front of this book with key numbers for identification.



Photo by Mario Scacheri

Hall of Religion by Night

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Photo by Mario Scacchi

Types in the Indian Village

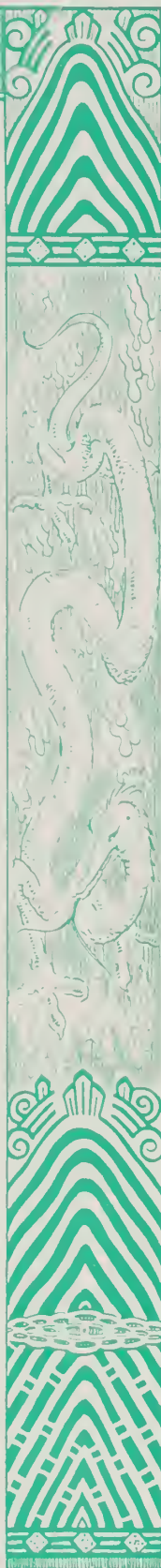


Photo by Mario Scacheri

Facade of Egyptian Pavilion



Photo by Mario Scacchi

A Corner of the Horticultural Area

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Do not leave Chicago
without seeing

“THE HALL
OF MIRACLES”

in the Westinghouse Exhibit

YOU really have not seen the Century of Progress Exposition unless you have visited the Westinghouse Exhibit in the Electrical Building.

One of the most interesting and colorful of all the exhibits on the Exposition grounds, it devotes considerable space to a display of the very latest developments in electrical science, direct from the famous Westinghouse Research Laboratories on “Miracle Hill” in East Pittsburgh.

Here you will actually see what modern engineering skill is preparing for tomorrow—transmission of power by radio, “black light,” air conditioning, models of stream-lined railroad trains, a miniature automatically-operated steel rolling mill, and many other interesting devices.

There, you will also find modern industrial equipment of every type and size, from a giant steam turbine model to a delicate light-sensitive electric “eye” that controls great electrical machines. And for the ladies, there is an electrically-equipped kitchen and a laundry, with a complete display of Westinghouse dual-automatic refrigerators, ranges, washers, and the whole line of quality electrical appliances for the home.

Don't miss the Westinghouse Exhibit.

Westinghouse



STATE COMMISSIONS—Concluded

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LIST OF FAIR EXHIBITORS

Below is a list of the exhibitors and the building in which each is found, in A Century of Progress. The total exhibits run into the thousands, as in many cases one exhibitor may have several exhibits.

— A —

Abbott Laboratories

A vitamin exhibit demonstrating the vitamins for pharmaceutical and biological products for medicinal use—Hall of Science.

Addressograph Multigraph Corporation

Addressing, letter-writing, and office equipment—General Exhibits Group, Pavilion 3.

Advance Pattern & Foundry Company

Display of kitchen utensils—Florida House.

Agfa Ansco Corporation

A photographic service, photographic supplies, and film—General Exhibits Group, Pavilion 2.

Ahlberg Bearing Company

An eighteen-foot cast in the ceiling of a display featuring ball-bearings—Travel and Transport Building.

Alemite Corporation

A demonstration of alemite lubrication with a cutaway chassis as a special feature—Travel and Transport Building.

Allen, Edgar

Exhibit of human eggs and ovarian hormones—Hall of Science.

Allied Mills

Showing machinery for the processing of foods, grains and flour, and an exhibit of products—Foods and Agricultural Building.

Alouf, M.

Imported French jewelry, rugs and perfumery—General Exhibits Group, Pavilion 4.

Altorfer Brothers Company

Exhibit of a washing machine and an iron in one of the model houses in the Home and Industrial Arts group.

Amateur Radio Exhibit Association

An exhibit showing the actual making of simple receivers, transmitters, and other radio apparatus and their use staged by the World's Fair Amateur Council—Travel and Transport Building.

Amend, Fred W.

Showing the manufacture of Chuckle Jelly beans, and a display of confectionery—Foods and Agricultural Building.

American Asphalt Paint Company

Exhibit of aluminum and asphalt paints—General Exhibits Group, Pavilion 1.

American Batesville Furniture Company

Dining room furniture in Lumber Industries House.

American College of Surgeons

Telling the story with portraits and dioramas, and historical objects of the progress in surgery in America in the last one hundred years as a part of the Medical Display—Hall of Science.

American Colortype Company

An exhibit showing the processes of colortype printing and a display of equipment—General Exhibits Group, Pavilion 2.

American Committee for the Control of Rheumatism

A display in connection with the Medical Section showing the advancement made in the treatment of arthritis—Hall of Science.

American Evatype Corporation

A display showing the manufacture of rubber stamps in the General Exhibits Group, and another display manufacturing small name plates for homes in Home Planning Hall—General Exhibits Group, Pavilion 3.



The modernistic Administration Building, glazed with L·O·F Quality Window Glass and Blue Ridge Luminex Glass.



The huge General Motors exhibition building, glazed with L·O·F Polished Plate Glass and "A" Quality Window Glass.

The "George Frederick Keck" house, all-steel, L·O·F Polished Plate Glass, and Blue Ridge Luminex.



The Electrical Building—all store fronts are L·O·F Polished Plate Glass.



The Stran-steel Good Housekeeping house, glazed with L·O·F Polished Plate Glass throughout.

L·O·F Polished Plate Glass and Quality Window Glass have been used in glazing a majority of the World's Fair buildings.

LIBBEY · OWENS · FORD GLASS COMPANY, TOLEDO, OHIO, manufacturers of Highest Quality Flat Drawn Window Glass, Polished Plate Glass and Safety Glass; also distributors of Figured and Wire Glass manufactured by the Blue Ridge Glass Corporation of Kingsport, Tennessee.



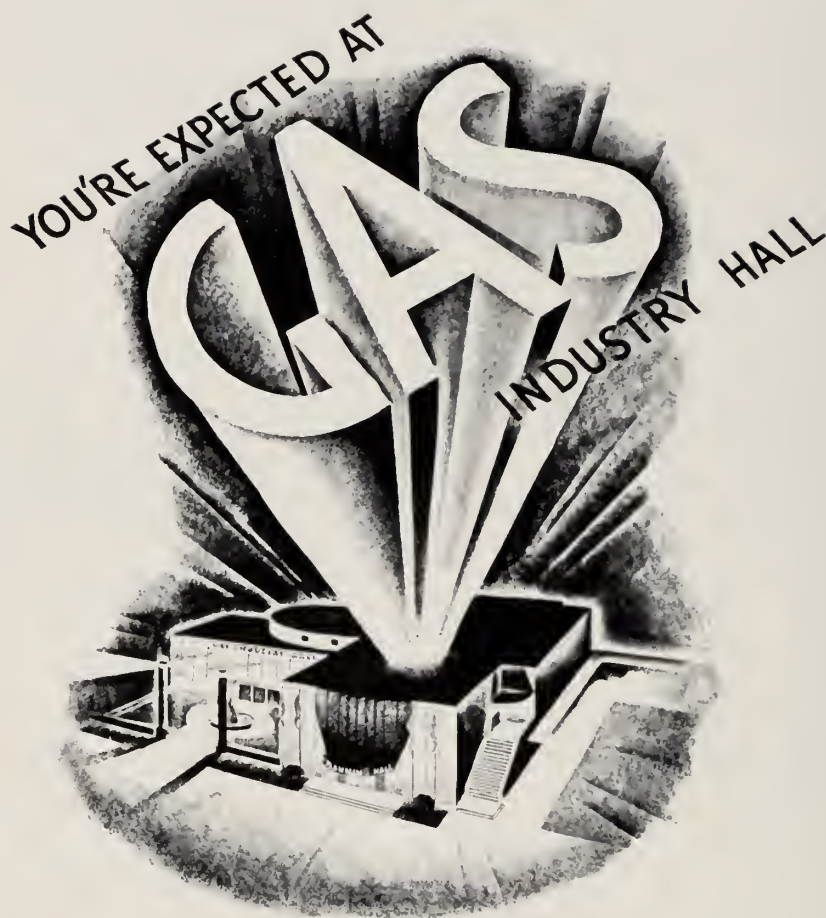
LIBBEY · OWENS · FORD
QUALITY GLASS

LIST OF FAIR EXHIBITORS—Continued

- American Express Company**
An exhibit of its travel, financial and foreign shipping services—Hall of Science.
- American Gas Association**
Exhibit featuring gas service as the universal purveyor of heat—Gas Industry Hall.
- American Gas Products Company**
Gas range in General Houses, Inc., House.
- American Gladiolus Society**
Gladiolus garden—Special Buildings.
- American Heart Association**
Prevention of heart disease—Hall of Science.
- American LaFrance and Foamite Industries, Inc.**
A display of motor fire apparatus, and fire extinguishers—Travel and Transport Building.
- American Laundry Machinery Company**
Dry and wet cleaning apparatus used by Carl Stockholm Inc.—General Exhibits Group, Pavilion 4.
- American Library Association**
Hospital library—Hall of Science.
- American Medical Association**
Story of medicine from days of saddle-bag doctor to the present.
- American Metal Crafts Company**
Jewelry—Novelties—Trophies, etc.—General Exhibits, Pavilion 4.
- American Optical Company**
Exhibit of all types of optical instruments—Hall of Science.
- American Pharmaceutical Association**
American pharmacy—Hall of Science.
- American Radiator and Standard Sanitary Corp.**
A building—Special Building.
- American Railway Association**
A display of standard railway crossing and stop signals, showing the development of these safety appliances in rail-roading—Travel and Transport Building.
- American Rolling Mill Company**
Frameless steel house—Home and Industrial Arts group.
- American Society for the Control of Cancer**
History of treatment of cancer—Hall of Science.
- American Steel Foundries**
A display showing the development of the Railroad Car Copper, and of railway safety in the past one hundred years—Travel and Transport Building.
- American Stove Company**
Dioramas showing the development of the kitchen, with modern kitchens featuring the Magic Chef gas ranges—Home Planning Hall. Ranges also shown in Masonite, Lumber Industries, Good Housekeeping—Stransteel, Design for Living, and Florida houses.
- American Telephone and Telegraph Company**
An extensive display designed to aid the story of communication as told in the Radio & Communication Building. It includes telephone and other communication apparatus and teletype writers and telephone switchboards—Electrical Building.
- American Urological Association**
Development of urological instruments and treatment—Hall of Science.
- American Walnut Manufacturing Association**
Use of plywoods, and veneers in fine cabinet woods—General Exhibits Group.
- Anderson Expeller**
Extraction of oil from soy beans—Agricultural Group.
- Anest, George A.**
An exhibit of automobiles and trailers, in their application to world touring—Travel and Transport Building.
- Ansell Simplex Ticket Company**
A printing display showing the printing of machine tickets and roll tickets—General Exhibits Group, Pavilion 2.
- Anthracite Institute**
An exhibit showing a model of a modern fuel conveyor, and a machine for emptying ashes—Home Planning Hall.
- Architectural Guild of Small Home Design**
An exhibit showing the modern trend in the architecture of small and economical homes—Home Planning Hall.
- Armstrong Brothers Tool Company**
An exhibit of tools for various trades—General Exhibits Group, Pavilion 1.
- A. Arouani, K. Arouani, Garbeil Hakim**
Historical exhibit—General Exhibits Group, Pavilion 4.
- Associated Cooperage Industry of America**
Showing the manufacture of many kinds of barrels, kegs and staves, with a varied exhibit of products—Foods and Agricultural Building.
- Association of Manufacturers of Chilled Car Wheels**
A dynamic exhibit showing how molten metal is poured for the forming of car wheels by means of a model, and illustration—Travel and Transport Building.
- Atlantic and Pacific Tea Company, The Great**
Display of A & P Products and distribution in connection with amusement features—Special Building.
- Atlas Brewing Company**
A miniature brewery, showing the process of beer making with mural paintings depicting the raising of hops, malt, and other brewing ingredients—Foods and Agricultural Building.
- Ayer Company**
Vitamins—Hall of Science.

— B —

- Bakelite Corporation**
Exhibit of Bakelite—Hall of Science.
- Baker and Company, Inc.**
An exhibit of platinum—Hall of Science.
- Baker Furniture Company**
Furniture for Good Housekeeping—Stransteel House.
- Baldwin Piano Company**
A display of pianos—General Exhibits Group, Pavilion 3.
- Ball Brothers**
A display showing the process of conserving fruits and vegetables, and exhibit of modern containers—Foods and Agricultural Building.
- Baltimore and Ohio Railway**
A display of railway equipment, and scenic exhibits—Travel and Transport Building.
- Barber-Greene Company**
Display of tractor—outdoor area—Travel and Transport Building.
- Barrett Cravens Company**
An exhibit of lift trucks and portable elevators—General Exhibits Group, Pavilion 1.
- Barrett, C. E., and Company**
A display of the assembly fountain pens—General Exhibits Group, Pavilion 4.



Here you will see a gas flame freeze water into ice cubes, giant burners that make the thermometer shoot to 3000°F. and other graphic portrayals of A Century of Progress in the gas industry.

Modern, automatic gas service has completely transformed the heating tasks of home and industry. It has introduced economies and leisure hitherto unknown. It

has made possible the livable basement. It has created a new art in cookery. And it has introduced silent refrigeration, an uninterrupted supply of hot water and other up to the minute conveniences.

Gas Industry Hall adjoins Home Planning Hall, located on Leif Eriksen Drive between the 23rd Street & 31st Street entrances to the grounds. We shall be expecting you.



AMERICAN GAS ASSOCIATION

420 Lexington Avenue, New York, N. Y.

LIST OF FAIR EXHIBITORS—Continued

Bauer and Black (Kendall Company)

Pharmaceutical supplies—Hall of Science.
Baumgarten, Joseph

An exhibition of portraiture—General Exhibits Group, Pavilion 2.

Bausch and Lomb Optical Company

A display of lenses—Hall of Science.

Bellaire Enamel

Exhibit of refrigerator dishes in modern houses—Home and Industrial Arts Group.

Beloit College (Logan Museum)

An exhibit of educational methods, co-operative with the educational theme of the Social Sciences—Hall of Social Science.

Berland Shoe Stores, Inc.

A display of shoes, and other modern footwear—General Exhibits Group, Pavilion 4.

Birtman Electric Company

An exhibit of electrical appliances, devices and installation of appliances in house—Home Planning Hall.

Blauenthal and Company, Sidney

A display of rich velvets and other pile fabrics—General Exhibits Group, Pavilion 5.

Book House for Children

An elaborate display with scenic effects of the company's volumes for children—Hall of Social Science.

Borg-Warner Corporation

A display of automotive household, agricultural, marine, and industrial products featured by an illuminated glass paneled automobile, demonstrating the parts manufactured by the company—Travel and Transport Building.

Bosch, Fr. E.

An exhibit of electrical apparatus brought from Dusseldorf, Germany—Electrical Building.

Boys Scouts of America

A display showing the ideals and the growth of the Boy Scouts' organization in America—Hall of Social Science.

Boye Needle Company

A display of needles, notions, kitchen ware and accessories—Home Planning Hall.

Boyer Chemical Laboratory Company

A display of perfumes—General Exhibits Group, Pavilion 4.

Brinks Express Company

An exhibit demonstrating the use of trucks for the transfer of money in large quantities—Travel and Transport Building.

Bristol-Myers Company

A display of a giant toothpaste tube—General Exhibits Group, Pavilion 4.

Brunswick-Balke-Collender Company

A display of billiard room recreation equipment featuring two bars, and historical collection of billiard cues—General Exhibits Group, Pavilion 1.

Bryant Heater and Manufacturing Company

Installation of a gas-fired boiler—Masonic House. Exhibit of gas heating—Home Planning Hall.

Builders Iron Foundry

A display of meters—General Exhibits Group, Pavilion 1.

Burpee Can Sealer Company

A display of canning processes—Foods and Agricultural Group.

Burroughs Adding Machine Company

A display of business machines—General Exhibits Group, Pavilion 3.

Burroughs-Wellcome Company

A display of pharmaceutical and biological material—Hall of Science.

Burton-Dixie Corporation

An exhibit of mattresses and feathers—Hall of Science. Exhibit of mattresses and lounge chairs—Rostone House.

—C—

Caie, Thomas J., and Company of Illinois

A display of Book of Knowledge—General Exhibits Group, Pavilion 2.

Campbell, S. J., Company

Living room furniture—Lumber Industries House.

Canada, Dominion of

A display of tourism, industry and handy work—Travel and Transport Building.

Capehart Corporation

Electric radio and victrola—Florida House.

Cardozo, Leo

A display of jewelry—General Exhibits Group, Pavilion 3.

Carnegie Steel Company

An exhibit of the latest railway steel on which fast trains are sent—Travel and Transport Building.

Carpet Washer Company

Demonstration of Hamilton Beach carpet washer—Home Planning Hall.

Case, J. I., Company

An exhibit of automobiles and trucks—Travel and Transport Building.

Catholic Church Extension

A display of a Pullman car equipped to conduct religious services—Special Building.

Central States Dahlia Society

Dahlia garden—Home and Industrial Arts Group.

Century Dairy Exhibit, Inc.

The large dairy building on Northerly Island near Adler Planetarium houses the exhibits of this branch of the agricultural industry as told by a dairy and its products—Foods and Agricultural Group.

Century Electric Company

A display of electrical appliances and devices—Electrical Building.

Century Homes, Inc.

The House of Tomorrow, a circular glass house—Home and Industrial Arts Group.

Chappel Brothers, Inc.

An exhibit showing manufacture of bird and dog foods—Hall of Science.

Charlotte Furniture Company

Guest room—Lumber Industries House.

Cheney Brothers Company

Fabrics—W. & J. Sloane House.

Chesapeake and Ohio Railroad

Miniature models of trains and principal stations—Travel and Transport Building.

Chicago Assn. of Painters and Sculptors

Lounge—Home Planning Hall.

Chicago and Northwestern Railway

A display of the early pioneer engine, and other exhibits telling its history—Travel and Transport Building.

Chicago Board of Health

An exhibit showing the remarkable improvement of health conditions in Chicago—Hall of Science.

Chicago Bridge and Iron Works

A display of pictures of steel storage tanks—General Exhibits Group, Pavilion 1.

Chicago, Burlington and Quincy Railway

A display of the company's history, and that of railroading—Travel and Transport Building.

Chicago Camera Club

An exhibit of modern photography—General Exhibits Group, Pavilion 2.

THE LEADER IN A CENTURY OF PROGRESS
OF REFRIGERATION

NEW AIR-COOLED ELECTROLUX

THE *Gas* REFRIGERATOR

**Lowest Operating Cost
Permanent Silence
Freedom from Repairs
Gas Company Service**

WHATEVER you look for in an automatic refrigerator, you'll find it in the New Air-Cooled Electrolux. And you'll find MORE! A vital advance in the science of home refrigeration makes the New Electrolux an even finer, simpler, more satisfying refrigerator than ever before developed.

The New Air-Cooled Electrolux has no moving parts—no belts, no motors, no fans—to wear or cause noise. It uses no water. A tiny gas flame does all the work. Circulates the refrigerant which produces constant steady cold . . . plenty of ice cubes. No wonder, therefore, that the New Air-Cooled Electrolux is absolutely silent, is the *most* economical refrigerator you've ever heard of. And no wonder that it can be depended on to give carefree, trouble-free refrigeration now . . . and after years of use.

But inspect the New Air-Cooled Electrolux for yourself! It's on display in Home Planning Hall and at your local gas company. Representatives are on hand at all times to explain its amazing operation to you.

Even though you may not be contemplating the purchase of an automatic refrigerator right now, you'll



want to see this greatest refrigeration achievement of modern engineering skill. Money cannot buy a finer refrigerator! Yet the price of the New Air-Cooled Electrolux is scaled to 1933 pocketbooks—may never again cost as little to own. Electrolux Refrigerator Sales, Inc., subsidiary of Servel, Inc., Evansville, Ind.

★ ★ ★

Other Servel refrigeration products on display at Home Planning Hall are:

SERVEL HERMETIC REFRIGERATOR
SERVEL CRUSADER REFRIGERATOR
SERVEL COMMERCIAL EQUIPMENT

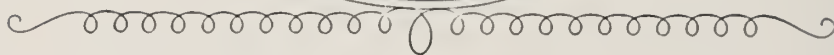
SEE IT ON DISPLAY HOME PLANNING HALL

LIST OF FAIR EXHIBITORS—Continued

- Chicago Centennial Dental Congress**
The story of dentistry—Hall of Science.
- Chicago Faucet Company and Fiat Metal Company**
A display of metal shower bath compartments, and valve and shower head combinations—Home Planning Hall.
- Chicago Flexible Shaft Company**
A demonstration of electric irons, kitchen mixers, and toasters—Electrical Building. Display of electric mixers in exhibit houses.
- Chicago Medical Society**
Historical exhibit of medicine in Chicago.
- Chicago, Milwaukee, St. Paul and Pacific Railroad**
The largest electric engine in the world—Travel and Transport Building.
- Chicago Pharmacal Company**
Pharmaceuticals—Hall of Science.
- Chicago, Rock Island and Pacific Railway Company**
A display featuring a "talking map," describing the Golden State Limited route to California, and the Rocky Mountain Limited route to Colorado—Travel and Transport Building.
- Chicago Society of Miniature Painters**
A colorful exhibit of miniature paintings—General Exhibits Group, Pavilion 2.
- Chicago Tuberculosis Institute**
Story of tuberculosis—Hall of Science.
- Chriso Tool Works**
Demonstration of peeling machine—Home Planning Hall.
- Christian Science Publishing Society**
Christian Science Reading Room—Special Building.
- Christie-Moor, Madame Winifred**
Double keyboard piano—Hall of Science.
- Chrysler Sales Corporation**
Products—Special Building.
- Clark Tractor Company**
A display of vehicles powered by gas—Travel and Transport Building.
- Cleveland Clinic Foundation**
A display contributing to the medical section story with motion pictures showing the constituents, formation and growth of human cells and glands and use of the X-ray—Hall of Science.
- Clipper Belt Lacer Company**
An exhibit of belt lacing machines, and belting materials—General Exhibits Group, Pavilion 1.
- Clover Leaf Crystal Shops**
Crystal engraver shown at his bench engraving beautiful designs on crystal ware—General Exhibits Group, Pavilion 4.
- Cluett, Peabody and Company**
Showing of a large diorama portraying the way that shirt collars, underwear, handkerchiefs, and cravats are manufactured—General Exhibits Group, Pavilion 5.
- Coca-Cola Company**
Demonstrating the actual making of Coca Cola—Foods and Agricultural Group.
- Collier, P. E., and Son Distribution Corporation**
Distributor of magazines—Hall of Social Science.
- Collens and Aikman**
Carpeting of Florida House.
- Common Brick Manufacturers Association of America**
Exhibit house—Home and Industrial Arts Group.
- Companies Exhibit Commission of 1933**
A vast display showing the production, distribution and utilization in every phase of power with a 90-foot diorama and other striking displays in the Electrical Building.
- Compton and Company, F. E.**
Exhibit of Compton's Pictured Encyclopedia—Hall of Social Science.
- Conover Company**
A demonstration of dish-washer sinks—Electrical Building. Exhibit of dish-washer sink in Lumber Industries House.
- Container Corporation of America**
Insulation of General Houses, Inc., House.
- Continental Scale Works**
Scales—Home Planning Hall.
- Cook, M. B., Company**
Exhibit of carbon paper, ribbons—General Exhibits Group, Pavilion 3.
- Co-operative Exhibit of Air Passenger Lines**
Showing the remarkable advance made in aviation passenger transportation—Travel and Transport Building.
- Copper and Brass Research Association**
An elaborate display of copper, brass, bronze, and other copper alloy, showing their uses in utensils, in buildings, in ships, and industrial and home uses—General Exhibits Group, Pavilion 1.
- Coppes Brothers and Zook Company**
An exhibit of custom built cabinets in the Florida House—Home and Industrial Arts Room.
- Cord Corporation**
An exhibit of automobiles and airplanes—Travel and Transport Building.
- Costumers Association of Chicago**
General Exhibits Group, Pavilion 4.
- Coyne Electrical School**
An exhibit of the teaching of electricity—Electrical Building.
- Crane Company**
Plumbing, modern bathrooms, and heating materials—Home and Industrial Arts Group. Valves and fittings—Electrical Building.
- Crowe Name Plate and Manufacturing Company**
Display of metal specialties and souvenirs—General Exhibits Group, Pavilion 1.
- Cruver Manufacturing Company**
Advertising specialties of metal, glass, and celluloid—Hall of Science.
- Cuneo Press, Inc.**
A display of the processes of printing and engraving in actual workshops and the Gutenberg press brought from a German museum a principal feature—General Exhibits Group, Pavilion 2.
- Curtis Lighting, Inc.**
Electric lighting—Electrical Building.

— D —

- Dahlstrom Metallic Door Company**
Installation of kitchen cabinet in General Houses, Inc., House—Home and Industrial Arts Group.
- Deagan, J. C., Inc.**
A carillon of bells—Hall of Science.
- Dearborn Engraving Company**
Display of Waite engraving machine from England—General Exhibits Group, Pavilion 2.
- Dee, Thos. Jr., and Company**
Dental metallurgy—Hall of Science.



From outdoor pumps to luxurious baths in A Century of Progress

A hundred years ago a king's ransom could not buy the luxuries of modern plumbing and heating that are within reach of all.

Even the bathrooms and kitchens of the "Gay 90's" look crude today. They are shown in striking contrast with the latest fixtures in the Crane exhibit of plumbing and heating in the Home Planning Section at the Exposition. In the model homes, Crane bathrooms offer many artistic suggestions to those who are planning to build or modernize.

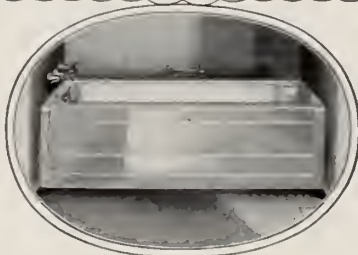
Those industrially inclined will be interested in the large electrically operated and illuminated panel in the Electrical Building that shows the function of Crane materials in the progress of transportation, power, production, manufacturing, and the development of natural resources.

To these exhibits, Crane Co. invites you most cordially.

CRANE

CRANE CO., GENERAL OFFICES: 836 S. MICHIGAN AVE., CHICAGO
NEW YORK: 23 W. 44TH STREET

Branches and Sales Offices in One Hundred and Sixty Cities



LIST OF FAIR EXHIBITORS—Continued

Delaware and Hudson Railroad Corporation

Murals and maps showing scenic route of the Delaware and Hudson with relief maps of the Hudson Coal Company—Travel and Transport Building.

Delta Manufacturing Company

Showing the progress made in small power driven machines found in the homes, workshops, schools and small experimental laboratories—Electrical Building. Workshop in House of Tomorrow.

DeLugach, Frank

Display of tooth paste—General Exhibits Group, Pavilion 4.

Dentists Supply Company of New York

An exhibit showing the art and progress of the making of porcelain teeth and dental accessories—Hall of Science.

Der Metalfunk Aktiengesellschaft, Zurich

Quick cooking bake pots—Home Planning Hall.

Design for Living

House of John Moore, Architect—Home and Industrial Arts Group.

DeVoe Reynolds Company

Interior and exterior paint for W. & J. Sloane House.

Diamond Braiding Mills

Electrical machines and appliances—Electrical Building.

Diamond Exhibit Company

A diamond mine in operation and showing the polishing and treatment of the gem with one million dollars in gems and a \$500,000 diamond a feature—General Exhibits Group, Pavilion 4.

Dick, A. B., Company

An exhibit showing the development of the stencil, showing duplications with various mimeograph machines, printing and accessories—General Exhibits Group, Pavilion 3.

Dickson-Jenkins Manufacturing Company

A display of riding breeches—General Exhibits Group, Pavilion 5.

Dictaphone Sales Company

A modern office exhibit demonstrating dictation by dictaphone with accessory transcribing and shaving machines—General Exhibits Group, Pavilion 3.

Diebold Safe and Lock Company

An exhibit of electrically operated fire resistance safes, burglar safes, and tear gas equipment—General Exhibits Group, Pavilion 3.

Diener-Dugas Fire Extinguisher Corporation

A display of fire apparatus—Hall of Science.

Dieterich Steel Cabinet Corporation

Steel kitchen cabinets in Good House-keeping—Stransteel and Armco-Ferro Houses.

Dietzgen Company, Eugene

A display of drafting, surveying instruments and reproduction equipment—Hall of Science.

Donnelley, R. R., and Sons Company

A colorful modernistic exhibition of varied products of the press ranging from small cards and display of advertising matter to catalogues, telephone directories, encyclopedias, books and magazines—General Exhibits Group, Pavilion 2.

Drucker, August E., Company

Exhibit showing a quarter century of progress in production of Revelation tooth powder—Hall of Science.

Duke, Dr. W. W.

Allergy and physical allergy—Hall of Science.

Duplicate Bridge Supply Company

A display of duplicate bridge scoring devices—Hall of Science.

— E —

Eastman Kodak Company

A display of photographic apparatus and film and photographic service—Hall of Science.

Edison General Electric Appliance Company, Ltd., Inc.

Displaying installation of electric range and water heater in the "model house" in the Home and Industrial Arts areas—Home Planning Hall. Electric range and water heater in Common Brick House.

Edison, Thomas A.

Life work of Thomas A. Edison—Special Building.

Electrical Central Station Committee

Electricity in the home, farm, commerce, industry and outdoor use—Electrical Building.

Electric Storage Battery Company

Showing the uses of various types of Exide batteries, featuring a section of the Exide battery used by Admiral Byrd on his Antarctic expedition—Electrical Building.

Electrolux, Inc.

Gas refrigerators—Gas Industry Hall.

Elgin National Watch Company

A reproduction of an observatory showing how time is taken. Also an exhibit of aviation instruments and watches and the machines for making time pieces. Features a large model 100 times the size of a strap watch. The Elgin Company also has time bells at entrances to the grounds—General Exhibits Group, Pavilion 4.

Elgin Stove and Oven Company

Installation of kitchen cabinet in General Electric Kitchen—Electrical Building.

Erickson, Hubbard H.

An exhibit of comptometers—General Exhibits Group, Pavilion 3.

Erwin Wasey and Company, Ltd.

Special building—Thermometer Tower—Indian Refining Company products.

— F —

Farley and Loetscher Mfg. Company

Kitchen cabinets in Masonite House.

Farmers National Grain Corporation

A story of cooperative marketing of grain shown as a part of the Social Science story of man's rise—Hall of Social Science.

Fearn, Kate

French embroidery and leather tooling by machine—General Exhibits Group, Pavilion 4.

Federal Electric Company

Demonstrating the filling and bending of Neon tubes and electric fountain—Electrical Building.

Federal Products Company

Display of precision gauges for laboratory and testing equipment—Hall of Science.

Felt and Tarrant, Manufacturing Company

Motion pictures showing comptometer service, and a display of comptometer parts and adding and calculating machines—General Exhibits Group, Pavilion 3.

Ferro Enamel Corporation

Enameled exterior of Armco-Ferro Enamel House.

On the Midway . . .

LIVING WONDERS

Largest collection of strange and
curious people ever assembled.

Human mistakes and mishaps.

Siamese Twins.

GIANTS FROM THE FOUR CORNERS OF THE EARTH

Adults, 25 Cents

Children, 15 Cents



OLD PLANTATION SHOW

*60 Hand-Picked
Colored Entertainers*

Hottest Colored Band from Dixie.

Singers, Comedians and Dancers.

Fastest Moving, Fastest Stepping

Show ever put together.

Adults, 25 Cents

Children, 15 Cents

Both Shows Operated by

THE DUKE MILLS CORP.

LIST OF FAIR EXHIBITORS—Continued

- Fiat Metal Company and Chicago Faucet Company**
Plumbing fixtures—Home Planning Hall.
- Firestone Tire and Rubber Company**
A demonstration of the processes of tire and rubber manufacturing—Special Building.
- Florida, State of**
Tropical home for southern climates—Home and Industrial Arts Group.
- Formfit Company**
A display of corsets—General Exhibits Group, Pavilion 5.
- Formica Insulation Company**
Formica treatment of entrance to Home Planning Hall.
- Foster, C. H.**
An exhibit of electrical massaging machines—Electrical Building.
- Foster Engineering Company**
Concrete slab construction—Owens-Illinois Glass Block Building.
- Fox Furnace Company**
Air conditioning plant in Good House-keeping-Stransteel House.
- Foxboro Company**
Exhibit of precision gauges and testing devices—Hall of Science.
- Franco-American Hygienic Company**
Exhibit of cosmetics—General Exhibits Group, Pavilion 4.
- French and European Publications, Inc.**
An exhibit of books in French from over 35 leading French publishers—General Exhibits Group, Pavilion 2.
- Frigidaire Corporation**
Refrigerator in Florida House.
- Fuller Brush Company**
Display of brushes of all kinds for home and personal use—Home Planning Hall.
- Funk and Wagnalls Company**
Display of publications and of pictorial covers of Literary Digest, with a display showing the sources used in editing the Literary Digest and a mechanism demonstrating standard dictionary definitions—General Exhibits Group, Pavilion 2.
- Furmoto Chemical Company, Ltd.**
Display of polishes of all kinds and toilet goods—Home Planning Hall.
- G —
- Gaertner Scientific Corporation**
A display of precision instruments for vernier measurements and high grade optical instruments and dividing machines—Hall of Science.
- General American Tank Car Corporation**
A display of railroad tank cars for the hauling of liquid and dry bulk commodities including milk, packers' beef, and a dry flow automatic unloading car—Travel and Transport Building.
- General Electric Company**
The "House of Magic," in which are given demonstrations of spectacular G. E. Research Laboratory developments; a display of air conditioning equipment; home appliances; industrial power generation; and electric transportation apparatus—Electrical Building, and Home and Industrial Arts Group.
- General Electric Kitchen Institute**
Six complete kitchens on the Fair grounds. Two are in the General Electric exhibit in the Electrical Building, two are in the model houses, and two are in exhibits of other organizations.
- General Electric X-ray Corporation**
An exhibit of selected radiographs showing the applications of the X-ray in the fields of medicine, dentistry, science and industry—Hall of Science.
- General Foods Sales Company, Inc.**
An exhibit of foodstuffs, packing and handling—Foods and Agricultural Building.
- General Houses, Inc.**
Prefabricated steel house—Home and Industrial Arts Group.
- General Motors**
A display of the assembly of cars—Special Building.
- General Steel Castings Corporation**
A display of steel castings—Travel and Transport Building.
- Georgia Warm Springs Foundation**
An exhibit showing the remarkable results obtained in the treatment of infantile paralysis in the institution founded by President Roosevelt—Hall of Science.
- Gerber Products Company**
Exhibit showing the proper preparation of strained vegetables for infant feeding and for special diets—Hall of Science.
- Gerts Lumbard and Company**
Displaying the processes of the manufacture of varnish and wall brushes from the raw material to the finished product—Home Planning Hall.
- Gesellschaft Fur Wirtschaftsbedarf**
Quick cooking bake pots—Home Planning Hall.
- Gibbs and Company**
General Exhibits Group, Pavilion 4.
- Gibson Refrigerator Company**
An exhibit of refrigerators and cooling devices—Home Planning Hall.
- Gilkison, E. P., and Son Company**
Travel and Transport Building.
- Ginn and Company**
Showing the interior of an old-fashioned school and of the Colonial one-room school, and featuring a rare collection of old school books, some dating as far back as Shakespeare's time—Hall of Social Science.
- Glidden Company**
Showing the planting, growing, and cultivation of soy beans and the processes of extraction of the oil which is used in more than 50 products—Foods and Agricultural Building.
- Good Housekeeping**
The interior decorations for the Stransteel House in the Home and Industrial Arts Group.
- Good Will Industries of Chicago**
A display showing the accomplishments of the handicapped—Hall of Science.
- Gorham Spaulding and Company**
Silverware for W. & J. Sloane House.
- Goss Printing Press Company**
A display showing the operation of the printing press—General Exhibits Group, Pavilion 2.
- Gray Line Sight-Seeing Company**
A consolidated ticket office for sight-seeing tours of the Fair Grounds and of the City—Hall of Science.
- Greenbaum, A.**
Demonstration of kitchen knives and tools—Home Planning Hall.
- Grenfell Association**
A display of pictures and rugs—Social Science Building.
- Gro-Flex Corporation**
General Exhibits Group, Pavilion 4.
- Guisasola, F.**
A display of jewelry—General Exhibits Group, Pavilion 4.

Contributing to...



world business Progress

BUSINESS executives are cordially invited to attend the exhibition of International Business Machines in the General Exhibits Building at the Century of Progress. Here you will see, in action, the machines which are saving time, money and materials for Business and Government in seventy-eight different countries throughout the world.

Watch the International Sorting Machines in action. Those machines are sorting 400 cards per minute. Operate the Automatic Reproducing Punch and the Electric Accounting Machines. The International Electric Accounting Method, of which these machines are a part, enables an executive to have a detailed, up-to-the-minute fact-picture of any phase of his business—at any time.

You will also be interested in the International Self-regulating Time System. One master controlling time source keeps every clock and time recorder, in the entire system, right up to the minute.

Particular attention should also be given to the displays of International Industrial Scales, Dayton Moneyweight Scales and Store Equipment. See the new Dayton Customeread Scale which gives the customer the proof of the price.

The intricate accounting work of the Fair is being done on International Electric Tabulating and Accounting Machines. Throughout the entire Exposition, accurate, coordinated time is assured by the International Time System.

International Business

General Offices:
270 BROADWAY, NEW YORK, N. Y.



Machines Corporation

Branch Offices in All the
Principal Cities of the World

LIST OF FAIR EXHIBITORS—Continued

Gulf Refining Company

A display of miniature oil fields featuring a cutaway model showing oil lubrications and a cockpit of a modern airplane—General Exhibits Group, Pavilion 2.

— H —

Hamilton Beach Manufacturing Company

An exhibit of electrical mixers and vacuum cleaners—Home Planning Hall.

Hammond Clock Company

A display of electric clocks—Electrical Building.

Hanovia, Chemical and Manufacturing Company

A demonstration of therapeutic, ultra-violet and infra-red lamps—Hall of Science.

Hansen, Chris, Laboratories

A demonstration of the making and serving of Junket desserts made with Junket flavor, and featuring the company's Junket Folks—Foods and Agricultural Building.

Harrington and King Perforating Company

Wall panel showing perforated metal products—Home Planning Hall.

Harvard Medical School and Massachusetts General Hospital

Exhibits cooperating in telling the story of medical science in the Medical Section—Hall of Science.

Harnischfeger Corporation

A demonstration of arc welding, an exhibit of electric hoists and electric motors, and a historical sketch of the design and development of the three-motor electric locomotive lifting crane—Travel and Transport Building.

Hastings Table Company

Tables for Lumber Industries House.

Hayden Chemical Corporation

Hall of Science.

Heart o' the Lakes Association

Exhibit of historical data and trophies from region—Travel and Transport Building.

Heinz, H. J., Company

A display of food products—Foods and Agricultural Building.

Henry, M. R.

General Exhibits Group, Pavilion 4. Kitchen devices—Home Planning Hall.

Herman Miller Furniture Company

Bedroom furniture for Design for Living House.

Hertzberg, Ernst and Son

Book binding and leather goods—General Exhibits Group, Pavilion 2.

Hess Warming and Ventilating Company

Exhibit of steel furnaces, and filter units—Home Planning Hall.

Heywood Wakefield

Living room furniture for Design for Living House.

Hild Floor Machine Company

Electrically operated floor scrubbing and waxing machines—Hall of Science.

Hoffmann, Wolfgang

Interior designer for Lumber Industries House.

Holland Furnace Company

An exhibit of air condition systems, heating systems and heat regulators—Home Planning Hall. Air conditioning of Rostone House, Lumber House, Design for Living and House of Tomorrow.

Holt, J. W., Plumbing Company

Plumbing—General Exhibits Group, Pavilion 1.

Hoosier Manufacturing Company

A display of kitchen cabinets—Rostone House.

Hoover Company, The

A display of vacuum cleaners—Electrical Building.

Houck, John D.

Water filterage—Home Planning Hall.

Household Finance Corporation

An elaborate exhibit showing the changes in family financing in the last one hundred years, and featuring "the smallest motion picture machine in the world"—Hall of Social Science.

House of Today

W. & J. Sloane House—Home and Industrial Arts Group.

House of Tomorrow

Glass house by Century Homes, Inc.—Home and Industrial Arts Group.

Hovden Food Products Corporation

Pacific Coast sardines and tuna—Foods and Agricultural Building.

Howell Company

Tubular metal furniture in Rostone House and House of Tomorrow.

Hynson, Westcott and Dunning, Inc.

Showing the process of preparing mercurchrome, and other forms of cuticle specialties—Hall of Science.

— I —

ILG Electric Ventilating Company

Demonstration of the cooling by refrigeration and the air control of the Brick Manufacturers Association House in the Home and Industrial Arts Group.

Illinois Bell Telephone Company

Exhibit of telephones in modern houses of Home and Industrial Arts Group—Home Planning Hall.

Illinois Catholic Historical Society

Special Building—Marquette Cabin.

Illinois Central Railroad

An exhibit showing dramatized floor map miniature Illinois Central train in operation, mural paintings, motion pictures, and stereopticon views—Travel and Transport Building.

Illinois Commercial Men's Association

Slides and talking machine showing the value of insurance—Hall of Social Science.

Illinois, State of

Exhibits in the Foods and Agricultural Building, the Hall of States, and in the Hall of Social Science, and the Illinois Host House near the north entrance on the Avenue of Flags.

Illinois Steel Company

Steel and its uses—General Exhibits Group, Pavilion 1.

Index Sales Corporation

A display of office supplies and indexing methods—Hall of Science.

Indiana Bridge Company

Rostone, Inc., exhibit house—Home and Industrial Arts Group.

Indian Village

Special Building.

Inland Steel Company

An extensive exhibit of the production of steel, with an elaborate mural painted on steel showing various phases of steel uses—General Exhibits Group, Pavilion 2.

Institute Pasteur

Life and Work of Louis Pasteur—Hall of Science.

Insulated Steel Construction Company

Builders of Armco-Ferro Enamel House.

There are 2 Johnson's Wax Exhibits

1 HALL OF SCIENCE

On the second floor, southeast corner of the Hall of Science is a very interesting exhibit that tells the story of wax . . . how it is used by Nature as a protective coating for fruit and plant life — how its adaptation by man has solved various problems of the home and of industry.



S. C. JOHNSON & SON, INC., RACINE,

WISCONSIN

FOR 45 YEARS

AUTHORITIES ON CARE OF FLOORS & FURNITURE

2 HOME PLANNING

On the ground floor at the East entrance of this Hall is an exhibit that shows interesting uses and qualities of the various Johnson Wax products . . . an exhibit of interest to every homemaker and every automobile or aeroplane owner. Everyone will want to see the six perfect miniature interiors on display.



LIST OF FAIR EXHIBITORS—Continued

International Association of Lions Clubs
Showing the development of the organization, and illustrating its work—Hall of Social Science.

International Business Machines Company

A display in a setting of a Grecian temple of the history of business machines—General Exhibits Group, Pavilion 3.

International Friendship Exhibit, Inc.
Hall of Social Science.

International Harvester Company

An outdoor demonstration of the uses of farm machinery, featuring the operation of a tractor controlled by radio in area just south of Travel and Transport Building; also an exhibit of machinery and implements in the Foods and Agricultural Building.

International Nickel Company

Monel metal counter tops and sinks in houses of Home and Industrial Arts Group.

International Telephone and Telegraph Company

Radio, telegraph, and telephone—Electrical Building.

Iodent Chemical Company, Inc.

Illustrating Iodent tooth paste and tooth brushes with an exhibit visualizing scientific value of diet—Hall of Science.

Iron Fireman Manufacturing Company

An exhibit of burners under fire, and an animated display of the performance of controls by means of Neon tubes—Home Planning Hall.

Iwan Brothers

Post hole diggers and hardware specialties—Travel and Transport Building.

— J —

Janes and Kirtland

Whitehouse steel cabinets in W. & J. Sloane House.

Johansson, C. E., Inc.

(Division of Ford Motor Company) An exhibit of Johansson block gauges and accessories used in world standard gauging system—Hall of Science.

Johns-Manville Corporation

Features giant mural and exhibits depicting control of sound, motion, heat, and cold. Also products for home repair and modernization—Special Building—Home and Industrial Arts Group.

Johnson and Son, S. C., Inc.

An exhibit showing the production and development of floor and furniture wax—Hall of Science and Home Planning Hall.

Johnson Chair Company

General Exhibits Group, Pavilion 3.

Johnson J. Oliver

Grass seed and fertilizer for Home and Industrial Arts Group. Exhibit in Owens-Illinois Glass Block Building.

Johnson Motor Company

(Thompson Brothers Boat Manufacturing Company) Display of motor boats and outdoor motors—Travel and Transport Building.

Judy Publishing Company

An exhibit of books and publications dealing with the care, management, training, and breeding of dogs—General Exhibits Group, Pavilion 1.

Junket

See listing under Chris. Hansen Laboratories.

— K —

K & W Rubber Corporation

Rubber mats, cushions, table pads and rubber novelties—General Exhibits Group, Pavilion 4.

Kalamazoo Vegetable Parchment Company

Demonstrating the manufacture of vegetable parchment paper for the wrapping of solid and semi-solid foodstuffs—Foods and Agricultural Building.

Karastan Rug

Exhibit of American made Oriental rugs—Home Planning Hall.

Karpen, S., and Brothers

An exhibit of furniture and home furnishings—General Exhibits Group, Pavilion 3.

Karr, Chas. Company, The

An exhibit of mattresses—Home Planning Hall.

Kelvinator Corporation

A complete display of electric refrigerators and cooling devices—Electric Building.

Kendall Company

(Bauer and Black) pharmaceutical supplies—Hall of Science.

Kerr Glass Manufacturing Corporation

Reproductions of early types of equipment used for the preservation of food in the home, and a demonstration of the modern use of glassware and food preservation—Foods and Agricultural Building.

Keuffel and Esser Company

A display of surveying and measuring instruments—Hall of Science.

Kewaskum Aluminum Company

A display of utensils—Masonite House.

Kitchen-Maid Corporation

Exhibit of kitchen cabinets—Design for Living House.

Koch, Robert, Institute

An exhibit in the Medical Section dedicated to the life and work of Robert Koch, the discoverer of the tubercle germ—Hall of Science.

Kochs, Theodore A., Company

An exhibit of barber chairs, supplies, and accessories—General Exhibits Group, Pavilion 4.

Kohler Company

Plumbing, heating and electrical equipment—Home and Industrial Arts Group.

Kreicker, Lou W.

Exhibit of stamps—General Exhibits Group, Pavilion 2.

Kraft-Phenix Cheese Corporation

An extensive exhibit showing the actual processes of the making of mayonnaise, with each step depicted—Foods and Agricultural Building.

Kroch's Bookstores, Inc.

A display of rare old books and of unusual bindings and of specially selected types of typography—Hall of Social Science.

Kroehler Manufacturing Company

Decorating and furnishing of Armco-Ferro Enamel House and General Houses, Inc., House.

Kuhne, James S.

Interior designer of Florida House.

— L —

Lane Company

Cedar chests and storage cabinet—Rostone House and House of Tomorrow.

LaSalle Extension University

A demonstration of the stenotype, a machine for shorthand reporting—General Exhibits Group, Pavilion 3.

Lebolt and Company

An exhibit of jewelry—General Exhibits Group, Pavilion 4.

Leonard Refrigerator Co.

Exhibit of electric refrigerators for the home—Electrical Building.



Leo Katz at work on detail of 90 x 20-foot mural

BE SURE TO SEE THIS AMAZING MURAL

*for which Johns-Manville
constructed an entire building*

In the Home and Industrial Arts Group stands an unusual building. It houses an unusual mural. Not just another thinly camouflaged commercial blurb, under the guise of Art — but the amazing message of an artist-philosopher to the people of this age.

"The prayer for daily bread has, to us as a nation, been answered," says Leo Katz, the artist. "We produce more than we can use. Let us now pray for wisdom, leadership to use our ability to control natural forces for the best good of mankind. Give us this day our daily light!" And from this latter phrase the mural takes its title.

Don't leave Chicago without seeing this truly great mural. Pause for rest in the cool, quiet Johns-Manville Building. Then see the interesting, instructive exhibits depicting control of sound, heat, cold and motion. See how old homes are made young. Learn to make your home independent of the weather all year 'round.

Be sure to visit the



Johns-Manville
BUILDING

JUST A STEP ABOVE THE "MIDWAY"

LIST OF FAIR EXHIBITORS—Continued

Libby McNeill and Libby Company
Diorama depicting the sources of various Libby foods, and showing salmon canning, olive orchards, pineapple plantations, evaporated milk condensery, peach orchard, and beef cattle grazing on western plains—Foods and Agricultural Building.

Libbey-Owens-Ford Glass Company
Display of safety glass in connection with Pittsburgh Safety Glass Association—Travel and Transport Building.

Life Insurance Century of Progress Exhibit Committee
A large display featuring a 60-foot moving diorama showing the economic importance of life insurance, and how insurance money is distributed—Hall of Social Science.

Link Belt Company
Portraying the use of modern conveying equipment, with pictures of plants and warehouses—General Exhibits Group, Pavilion 1.

Livestock and Meat Exhibit
Collective exhibit of livestock production and meat packing—Foods and Agricultural Building.

Lloyd Manufacturing Company
Dining room furniture for Design for Living House.

London, Midland and Scottish Railway of Great Britain
The Royal Scot—Travel and Transport Building.

Long, W. E., The, Company
(Agents for Proteo Foods, Inc.) Diabetic bread and development of science on baking—Hall of Science.

Loyola University, School of Medicine
An exhibit cooperating with the story of the Medical Section, and showing specimens and drawings dealing with the human body—Hall of Science.

Lucky Lady Ironing Board Company
Exhibit of step ladder and ironing board combination—Home Planning Hall.

Lullabye Furniture Corporation
An exhibit of furniture, and home furnishings for infants—General Exhibits Group, Pavilion 3. Nursery of Rostone House.

Lumber Industries House
A house showing many new uses of lumber—Home and Industrial Arts Group.

Lyon Metal Products Company, Inc.
A display of bridge tables and chairs—Hall of Science.

— M —

Maduras, Julius D.
An exhibit of rotary motors—Electrical Building.

Mallinckrodt Chemical Company
An exhibit demonstrating the use of ether as an anaesthesia—Hall of Science.

Marquette University, School of Medicine
An exhibit cooperative with the story of the Medical Section—Hall of Science.

Marshall Field Mills Corporation
Exhibit of American made Oriental rugs—Home Planning Hall.

Masonite Corporation
Showing an exhibit of house and garage—Home and Industrial Arts Group.

Massey-Harris Company
Travel and Transport Building.

Master Bedding Makers of America
Story of sleep—Home Planning Hall.

Master Lock Company
A general exhibit of padlocks, hasp locks, and keys—General Exhibits Group, Pavilion 1.

Maternity Center Association
Hall of Science.

Mayo Clinic
An exhibit cooperative with the Medical Section showing the treatments of certain diseases, particularly that of goiter—Hall of Science.

McCutcheon and Company
Blankets and linens for W. & J. Sloane House.

McGill University
Pictorial exhibits including a diorama, photographs, and transparencies of the development of McGill University and the life of Sir William Osler—Hall of Science.

McGraw-Hill Publishing Company
General Exhibits Group, Pavilion 2.

McIntosh, Walter G., Company
Story of development of real estate values in Chicago area—Owens-Illinois Glass Block Building.

McKay Company
Metal porch furniture—Florida House.

Medical Dental and Allied Science Women's Assn.
An exhibit stressing the care of mothers and children—Hall of Social Science.

Merck and Company, Inc.
An exhibit of drugs and medical supplies—Hall of Science.

Merriam, G. C., and Company
Dictionaries—Hall of Social Science.

Merryway Company
Exhibit of kitchen mixers and grinders—Home Planning Hall.

Milwaukee, City of
Diorama of water system and harbor, and exhibits showing activities of the Milwaukee Public Health Service—Hall of Science.

Milwaukee, Port of
Exhibit of harbor and water system of Milwaukee—Travel and Transport Building.

Milwaukee Public Museum
Hall of Science.

Minneapolis-Moline Power Implement Company
Travel and Transport Group.

Miracul Wax Company
An exhibit of Dri-brite floor wax, with an animated demonstration by a "Miracle Magician"—Home Planning Hall.

Missouri, Kansas and Texas Railroad
Exhibit showing the development of the southwest served by this line—Travel and Transport Building.

Modern Woodmen of America
Activities of organization—Hall of Social Science.

Moore, John C. B.
Prefabricated low cost wallboard house—Home and Industrial Arts Group.

Morgan, C. G.
Showing the manufacture of rubber stamps—Hall of Science.

Morton Salt Company
A scale model of a modern evaporating salt plant, and showing the manufacturing process of cube and flake salt—Foods and Agricultural Building.

Mueller Furniture Company
Living room furniture—Florida House.

Mueller, V., and Company
Hall of Science.

PETRO-NOKO
1903 AUTOMATIC OIL HEAT 1933
Gold Medal 1915
PAN-AMERICAN EXPOSITION - San Francisco
Chosen In 1933
FOR CENTURY of PROGRESS - Chicago



PETROLEUM HEAT & POWER CO., Stamford, Conn.
"World's oldest and largest oil heating organization"

NEON

Ninety-five per cent of the gaseous tube lighting at A Century of Progress was installed by Federal Electric Company, pioneer in the development of gaseous tube signs and illumination. The Hall of Science, Federal Building, Electrical Building, Dairy Building, General Exhibits Building and others . . . all are illuminated by Federal. Why not identify your business with a Federal gaseous tube electric sign and enjoy the added sales and profits that it will bring? For details write or phone.

FEDERAL

ELECTRIC COMPANY
 8700 SOUTH STATE STREET
 CHICAGO ILLINOIS

LIST OF FAIR EXHIBITORS—Continued

Muellermist of Illinois

The installation of the sprinkling system—Owens-Illinois Glass Block Building—Home and Industrial Arts Group.

Municipal Tuberculosis Sanitarium

Showing the history and phases of work of this Chicago institution—Hall of Science.

Museum of Modern Art

Architectural renderings and models—Home Planning Hall.

— N —

Nash Motors

Cooperating with Whiting Corporation in illuminated glass parking tower—Outdoor Travel and Transport Area.

National Biscuit Company

Displaying a miniature biscuit factory, and showing the processes which are involved in biscuit making—Foods and Agricultural Building.

National Cash Register Company

A historical and modern display of cash registers, and accounting and bookkeeping machines, with a diorama showing the company's original workshop, and its plant today—General Exhibits Group, pavilion 3.

National Commission for Propaganda

and Defense of Havana Tobacco—General Exhibits Group, pavilion 2.

National Council of Women of the United States, Inc.

An exhibit featuring a large mural—Hall of Social Science.

National De Saible Memorial Society

An exhibit of the life of De Saible—Special Building.

National Lumber Manufacturers Ass'n.

An exhibit of house and garage—Home and Industrial Arts Group.

National Oil Products Company

Process of extracting Vitamin D from fish oils and its incorporation in bread, milk and evaporated milk—Hall of Science.

National Poultry Council

An exhibit of poultry—Special Building.

National Pressure Cooker Company

A demonstration of cooking by high temperature in aluminum cookers, and of domestic candy operations—Agricultural Building.

National Railways of Mexico

The President's palatial train with a rare collection of jewels as one of the features, on tracks in the outdoor area south of the Travel and Transport Building.

National Society of the Daughters of the American Revolution

A room furnished in Colonial style and serving as a meeting place for the Society's membership—Hall of Social Science.

National Standard Company

Showing wire craft in portable direct and indirect lamps—Hall of Science.

National Sugar Refining Company of New Jersey

Showing the production and uses of syrup, and showing the various uses of sugar aside from the domestic—Agricultural Building.

National Terrazzo and Mosaic Ass'n., Inc.

Scientific geological exhibit pertaining to origin and occurrences of Travertine and Onyx—Special Building.

National Warm air Heating Association

Owens-Illinois Glass Block Building.

New York Central Railroad

A display of maps and dioramas, and models of trains—Travel and Transport Building.

Noble and Company, F. H.

(Jewelry, souvenirs and novelties, etc.)—General Exhibits Group, Pavilion 4.

Norfolk and Western Railway Company

An exhibit of coal and transportation—General Exhibits Group, Pavilion 1.

Norge Corporation

An exhibit of electric refrigerators and washing machines—Electrical Building; refrigerator in Design for Living House.

North American Car Corporation

A car exhibit—Travel and Transport Building.

North, Dorothy

An exhibit of creative arts by children in some of the famous Vienna schools of art—Hall of Social Science.

Northbrook Gardens, Inc.

Peony garden—Special Building.

Northwestern Improvement Company

An exhibit of the geology of hot springs deposits—Hall of Science.

Northwestern University Medical School

An exhibit cooperative with the Medical Section dealing with medical and surgical science—Hall of Science.

— O —

O'Cedar Corporation

A display of liquid polish and polishing appliances—Home Planning Hall.

Old Dutch Cleanser

Scientific exhibit on cleansing compounds—Home Planning Hall.

Oliver Farm Equipment Company

Tractor—Travel and Transport Building.

Olsen, Tinius Testing Machine Company

An exhibit of machinery for testing machines and equipment and implements—General Exhibits Group, Pavilion 1.

Orinoka Mills

Fabrics for Lumber Industries House.

Otis Elevator Company

The modern escalators from the first to second floors for free riding by the public—Travel and Transport Building.

Overhead Door Corporation

Overhead doors and hanger doors—Home Planning Hall.

Owen Brothers of London

General Exhibits Group, Pavilion 4.

Owens-Illinois Glass Company

Special building of glass blocks, housing display of glass containers, glass filters, coffee packing and the exhibits of the James W. Owen Nursery and National Warm Air Heating Association.

Owen, James W., Nurseries

Landscaping of Home and Industrial Arts Group—Display of sprinkling systems, seed, fertilizer, lawn furniture, pottery and glassware in Owens-Illinois Glass Block Building.

— P —

Packard Motor Car Company

An exhibit designed to show a finality in beauty of the modern automobile, with motion pictures of the Packard proving ground, precision manufacture, and the International Harmsworth Motorboat Races—Travel and Transport Building.

Palmer, A. N., Publishing Company

The history of hand writing shown with specimen alphabets and a mural—Hall of Social Science.

For a
 "Quarter of
 a Century"
Dentists
 AND
Physicians
 HAVE
 RECOMMENDED

Revelation Tooth Powder



REVELATION TOOTH POWDER

A SAFE AND EFFICIENT CLEANER

Revelation, in addition to cleaning the teeth also cleans your tooth brush.

A clean tooth brush is essential to firm, healthy gums.

FREE SAMPLE

You are invited to visit our exhibit, ground floor, Hall of Science, sign our register and receive a complimentary sample of Revelation Tooth Powder.

Free from grit, glycerine, or harmful acids.

Co-operate with your dentist and use ...

REVELATION TOOTH POWDER

For the Teeth and Gums

August E. Drucker Company
 SAN FRANCISCO :: CALIFORNIA
 Sold by all leading drug and department stores.
 Two sizes, 35c and the 50c economy size.

NORTH-EAST-WEST-SOUTH

*You'll Find
 The*

"OVERHEAD DOOR"

REG. U.S. PAT. OFFICE

SALES and SERVICE

DISTRIBUTORS EVERYWHERE

The "Overhead Door" is correctly engineered, faithfully serviced and honestly constructed. It is used on old as well as new buildings. When opened, it is completely up and out of the way. When closed, it fits tightly at top, sides and bottom. Remember --- each "Overhead Door" is backed by a nation wide sales service organization of skilled door engin-

eers. Call your distributor near you. Please realize the merits of The "Overhead Door" and inspect the exhibit houses in the Home and Industrial Arts Group at A Century of Progress, where The "Overhead Door" is installed on the garages. The "Overhead Door", hangar type, size 40 by 10, is featured on "The House of Tomorrow" --- See it.



OVERHEAD DOOR CORPORATION

HARTFORD CITY, INDIANA, U. S. A.

Made in Canada by Overhead Door Company of Canada, Limited, Toronto 3, Ontario

© 1933, O. H. D. Corp.

LIST OF FAIR EXHIBITORS—Continued

Pan-American Airways, Inc.

A showing of the growth of airplane traffic between the Pan-American countries—Travel and Transport Building.

Paper Foundation, The

An exhibit representing the kinds of paper, and their application to personal and industrial uses. The display features a two-room bungalow, called "A House of Paper," displaying every known use of paper in the home — General Exhibits Group, Pavilion 2.

Peabody Coal Company

An exhibit featuring a large monolithic section of an Illinois coal vein 8 feet high, 30 feet long, and 20 feet deep. Inside of this is a reproduction of an underground mine room—General Exhibits Group, Pavilion 1.

Pennsylvania Railroad

An exhibit featuring the cab of the Pennsylvania's largest locomotive which can be mounted by visitors, with miniature reproductions of modern equipment. In the outdoor area "The Pioneer" engine of days before the Civil War is shown beside today's giant locomotive—Travel and Transport Building.

Peoples Gas Light and Coke Company

Exhibit of water heaters in Good House-keeping-Stransteel House and Design for Living House.

P. E. O. Sisterhood

Headquarters for members—Hall of Social Science.

Petroleum Heat and Power Company

Exhibit of petro and nokol oil burners—General Exhibits Group, Pavilion 1.

Petroleum Industries Exhibit Committee

Petroleum products with animated models portraying the history of petroleum and the oil industry—Hall of Science.

Petrolagar Laboratories, Inc.

Life-size reproduction of Fildes' "The Doctor."

Pharma-Craft, Inc.

Cosmetics—General Exhibits Group, Pavilion 4.

Phoenix Hosiery Company

A demonstration of a machine in operation 45 feet long and capable of manufacturing 24 single full-fashioned stockings at one time; also a display showing various processes required in the manufacturing of hosiery — General Exhibits Group, Pavilion 5.

Pittsburgh Equitable Meter Company

An exhibit of gas, water, gasoline and oil meters, pressure regulators and lubricated plug valves—General Exhibits Group, Pavilion 1.

Pittsburgh Safety Glass Association

Display of non-shatterable glass—Travel and Transport Building.

Polaware Company

Kitchen utensils in House of Tomorrow. Pittsburgh Testing Laboratory demonstration test of Ozite—Home Planning Hall.

Poglitsch Art Brush Works

A display of art brushes for painting and decorating—Home Planning Hall.

Poll, Mrs. Ray

Ironing boards—Home Planning Hall.

Poor and Company

A display of railroad supplies with models of tracks and couplings—Travel and Transport Building.

Porcelain Enamel Institute

A display which shows the actual fusing of porcelain enamel into metal, and featuring a "parade of porcelain soldiers" in colors of red, white, and blue—General Exhibits Group, Pavilion 2.

Firms represented are as follows:

A-B Stove Company
American Potash and Chemical Company
American Rolling Mill Company
Baltimore Enamel and Novelty Company,
and Ingram-Richardson Mfg. Company
Bellaire Enamel Company
Benjamin Electric Mfg. Company
Canton Stamping and Enameling Company
Chicago Vitreous Enamel Products Company
Copper-Clad Malleable Range Company
Cribben & Sexton Company
Crosley Radio Corporation
Crown Stove Company
Eagle Foundry Company
Easy Washing Machine Company
Electromaster, Inc.
Emil J. Paidar Company
Ferro Enamel Corporation
Frigidaire Corporation
General Electric Company
General Porcelain Enameling and Mfg. Company
Geuder, Faeschke & Frey Company
Graybar Electric Company
Grigsby-Grunow Company
Hurley Machine Company
National Enameling and Stamping Company
Newport Rolling Mill Company
Norge Corporation
Oakland Foundry Company
Pacific Coast Borax Company
Pangborn Corporation
Pfaudler Company
Porcelain Enamel and Mfg. Company
Republic Steel Corporation
Sozonian Vault Company
Standard Computing Scale Company
Titanium Alloy Mfg. Company
Toledo Porcelain Enamel Products Company
U. S. Stamping Company
Vollrath Company
Voss Brothers Mfg. Company
Wetzel-Vivian Company

Pullman Company, The

A display which includes "Number Nine," the first pullman ever built, and new pullman cars of 1933, all aluminum with stream lines — Travel and Transport Building.

Pure Oil Company

A display featuring an illuminated relief map showing geographical location of petroleum operations and a chart showing various crude oils produced by the oil industry—General Exhibits Group, Pavilion 1.

— Q —

Quaker Oats Company

Quaker Oats and scones—Agricultural Building.

Quarrie and Company, W. E.

An exhibit of publications—General Exhibits Group, Pavilion 2.

— R —

Radcliffe College Club of Chicago

Showing the New England background, and the beginning of college education for women in the United States—Hall of Social Science.

Radio Corporation of America

Occupying a large portion of the radio section of the Radio and Communication Building on Northerly Island, and showing a wide range of radio phases—Electrical.

Railway Express Agency, Inc.

A display of paintings showing developments of express services—Travel and Transport Building.

Ramsey, M., and Company

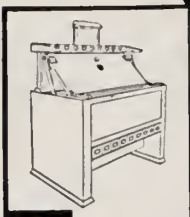
An exhibit of cultivators, and spring tooth drags—Travel and Transport Building.

Rasmussen, Mrs. George

A Danish exhibit—Travel and Transport Building.

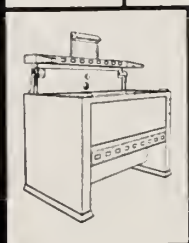


See the World's *First* **ELECTRIC Safe**



In Case of Fire---Just Push the Button and Run

RECORDS



See this safe in operation. It combines convenience with certified fire protection for records. Booth 15, Third Pavilion, General Exhibits Building.

Here also are shown the latest methods for preventing loss of records, money and wealth from fire, burglary and hold-up.

Manufacturers of complete protection equipment from the largest bank vault to the smallest home safe.



DIEBOLD

SAFE & LOCK CO., Canton, Ohio
Over Seventy Years of Protection Service

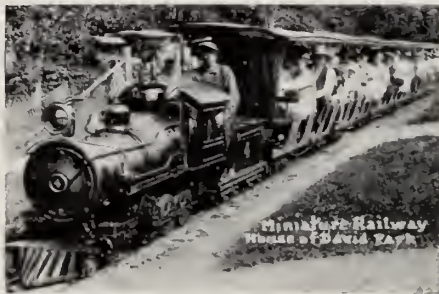
THE HOUSE OF DAVID of Benton Harbor, Mich.

WORLD FAMOUS:

FOR its summer resort Park visited annually by a quarter of a million tourists. Miniature trains and play grounds for the children. Cottages and hotel accommodations. Aviary and Zoo. Daily afternoon and evening concerts, July 1st to September 4th. Open air dance pavilion. Daily free vaudeville.

FOR its Traveling Baseball Club now touring the United States. Watch the big dailies for their appearance in your locality. Write for bookings.

FOR its Vaudeville Bands, now playing this season for the benefit of the House of David Park guests at the House of David Park, Benton Harbor, Mich., on U. S. 12, two and one half hours



Miniature Trains at House of David Park

auto distance from Chicago. **FOR** its Souvenir and Art Department. Visit the booth of the House of David at the Century of Progress Exposition in Chicago. This Exhibit is located on the 23rd street bridge.

FOR Literature of the House of David, and information relating to Hotel and Cabin accommodations, address, House of David, Box 477, Benton Harbor, Michigan.

LIST OF FAIR EXHIBITORS—Continued

Reider, Jacob

Exhibit of architectural renderings—Home Planning Hall.

Reliance Mfg. Co.

Manufacture of textile into clothing—General Exhibits Group, Pavilion 5.

Religious Exhibits Committee

Progress through religion—Special Building.

Revelation Tooth Powder

Exhibit of the August E. Drucker Company showing a quarter century of progress in production of Revelation tooth powder—Hall of Science.

Revere Copper and Brass, Inc.

An exhibit of kitchen utensils—Rostone and Common Brick houses.

The Reynolds Exhibits Corporation, The Reynolds Appliance Corporation, and The Reynolds Displamor Corporation

These organizations have exhibits of a large number of businesses in eight different buildings of the Fair. The following are their exhibitors:

Ackerman Johnson
Allaire Woodward Company
American Automatic Electric Sales Co.
American Bird Products, Inc.
American Drug Company
American Gut String Mfg. Co.
American School Association
Andis Clipper Company
Andrea Du Val Laboratories, Inc.
The Apex News & Hair Company
Arabian Toilet Goods Co.
Arcady Farm Milling Company
Art Science Press
Associated Silver Company
Atlas Novelty Candy Company
Autopoint Company
The Band Tex Company
B & B Shoe Company
Bead Chain Company
Bechard Manufacturing Company
Bechwe Laboratories, Inc.
The Bell Company
Dr. C. H. Berry
Berryman Oil Burner Company
Bi-Lateral Fire Hose Company
Bolita Rubber Comb Sales Corp.
Boone Bell, Inc.
Bostitch Sales Company
Brearley & Company
Brevolite Lacquer Company
Bronson Reel Company
The Brown Company
Bryan Steam Corporation
Bryant & Stratton College
B. H. Bunn Company
Burkland Manufacturing Company
Burnetts, Inc.
E. Burnham, Inc.
Buscarlet Glove Company
California Perfume Company
Cameron Surgical Specialty Company
Celanese Corp. of America
Cenol Company
Chas. J. Kuntz & Co., Inc.
Chicago Pulley & Shifting Company
Chicago Roller Skate Company
Chicago School of Chiropody
Chicago Technical College
Dr. Geo. W. Clayton
Cohan Roth & Stiffson
College of Advanced Traffic
College Preparatory School
Columbia Bank Note Co.
Columbian Steel Tank Company
Columbus Chemical Company
Condon Bros. Seedmen, Inc.
The Congress Hotel Company
W. B. Conkey Company
The Conley Company
Leo C. Connelly
Coopers, Inc.
Correct Form of Chicago
Coty, Inc. of New York
Countour Hosiery Mill
Craftsman Wood Service Co.
Crescent Manufacturing Co.
J. B. Crofoot Company
Crystal Pure Candy Company
Cupples Company
Dr. A. Reed Cushion Co.
Davidson Banking Company
The Davis Company
R. U. Delapenha & Company, Inc.
Denoyer Geopert Company
L. H. Des Isles
De Wan Laboratories, Inc.
Diet Aid Sales Company

Dodson Manufacturing Company

H. A. Douglas Mfg. Co.
Duplan Silk Corporation
Earnshaw Knitting Company
Elder Manufacturing Company
Elmo, Inc.
Engel Art Corners Mfg. Co.
Enna Jettick Shoes, Inc.
Estelle Dress Company
Eureka Cement Co.
Evans Case Company
Eyr Klean Seat Pad Company
Floret Products Co.
Foell Packing Co.
The Peter Fox Sons Company
The Fragare Company
Franco American Hygienic Company
Friedman Specialty Company
Fuller-Warren Company
Furst-McNess Company
General Hosiery Company
General Paint & Varnish Co.
Gerrard Company, Inc.
Gibbs Board Tile Company
Glascok Bros. Mfg. Co.
Goeltz Confectionery Co.
Goes Lithographing Company
Goldsmith Bros.
Graceline Handbags, Inc.
Granny Sales Company
The Griffiths Laboratories, Inc.
G. T. Grignon
Guey Sam
C. S. Hammond & Co.
The Harmony Company
Harriett Hill Preparations, Inc.
M. Herzog
The Hubinger Company
Mme. Nellie Huntingford
Huth & James Shoe Company
The Hygienic Products Co.
Ideal Baby Shoe Company
Ideal Shoe Mfg. Co.
Illinois Surgical Supply Co.
Illinois Testing Laboratories
The J. B. Inderreiden Company
International Register Company
W. J. Jamison Company
Jarman Shoe Company
Johnson & Johnson
Lois Jean Johnstone
Joseph Adelson & Sons
The E. P. Juneman Corp.
Justrite Manufacturing Co.
Kabo Corset Company
Kaempfer's
Kalamazoo Pants Company
Karith Chemical Company
The Kaynee Blouse Company
Kerner Incinerator Co.
Kinacamps
H. C. King & Son
Kingham Trailer Company
F. N. Kistner Company
I. B. Kleinert Rubber Co.
Knight Slipper Mfg. Co.
Lakeside Packing Company
The H. D. Lee Mercantile Company
Joseph Letang
Limehouse Cafe
Linco Products Corp.
Lincoln-Schlueter Company
Litsinger Motor Car Co.
Madam Love
Macksoul Importing Co.
Macwhite Company
Maiden Form Brassiere Co., Inc.
Maier Lavaty Company
Manchester Silver Company
D. C. Manufacturing Co.
Master Paper Box Company
The Match King, Inc.
Maurice's Restaurant
Maxant Button & Supply Company
Maybelline Company
Mears Radio Hearing Device Corp.
Meisler Fur Company
Metropolitan Business College
Michael, Maksik & Feldman
Midway Chemical Company
Robert H. Miller
Model Brassiere Co.
Mon Docteur Importing Company
Morris White Mfg. Co., Inc.
National Carton Company
National College of Chiropractics
National College of Education
National Life Insurance Co.
National Plan Service, Inc.
Nestor Johnson Mfg. Co.
Northern Electric Company
Northwestern Yeast Company
A. J. Nystrom Company
M. O'Brien & Sons, Inc.
Old Monk Olive Oil Company
Olerich & Berry Company
Oriental Show-You Company
Edward H. Pasmore

LIST OF FAIR EXHIBITORS—Continued

John I. Paulding Co., Inc.
Perfection Biscuit Co.
The Permutit Company
Peters Machinery Company
Phoenix Manufacturing Company
Picard, Inc.
Plochman & Harrison
Poirrette Corsets, Inc.
Presto Gas Manufacturing Co.
Edw. V. Price
Rapaport Brothers
Rawplug Company, Inc.
Ray Schools
The Regensteiner Corporation
Reynolds Displamor Corporation
Reynolds Exhibits Corporation
Reynolds Printasign Corporation
James H. Rhodes & Co.
W. S. Richards
John J. Riddell, Inc.
Robertson Davis Company
Roma Macaroni Manufacturing Co.
F. Romeo & Company, Inc.
Sam Rosenbaum & Sons Co.
Roseth Corporation
Peter Rossi & Sons
Royal Neighbors of America
Rudolf Thomas
Savage Brothers
Paul Schulze Biscuit Company
Senghutte Self Closing Inkstand Co.
The Sheperd Worsted Mills
Siren Mills Corporation
J. P. Smith Shoe Company
Snappy Curler Company
Herman Soellner, Inc.
Southern Biscuit Co.
Specialty Brass Company
Sperry Candy Company
Spurgin Manufacturing Co.
Starrett School
Stearns Electric Paste Co.
Stetson Shirt Co., Inc.
Sunny Croft Hattery

Sylvia Neuman, Inc.
The Tablet & Ticket Company
W. A. Taylor Company
Teeples Shoe Company
Teutophone, Inc.
The New England Glass Works
The Stouse Adler Company
Thompson Manufacturing Co., Inc.
Tolpin Studios
Uncas Mfg. Co.
United Autographic Register Co.
Unity Manufacturing Company
Vic-Ro Laboratories
Civbridge Lamp Company
Victor Surgical Gut Mfg. Co.
Vincennes Packing Corporation
Vogler-Schillo Company
Vogue Brassiere Mfg. Co.
Waage Manufacturing Company
Waldeyer & Betts
Geo. T. Walleau, Inc.
Walton School of Commerce
Western Military Academy
Weyenberg Shoe Manufacturing Co.
White Cross Cream Company, Inc.
Will & Baumer Candle Co.
The D. T. Williams Valve Co.
Wulschleger & Company
Zion Institutions & Industries
The Zoro Company

Rittenhouse, H. J.

An exhibit of garage door equipment—
Travel and Transport Building.

Ritter Dental Manufacturing Company,
Inc.

A scientific dental display of equipment
with operator and diagnostic rooms—
Hall of Science.

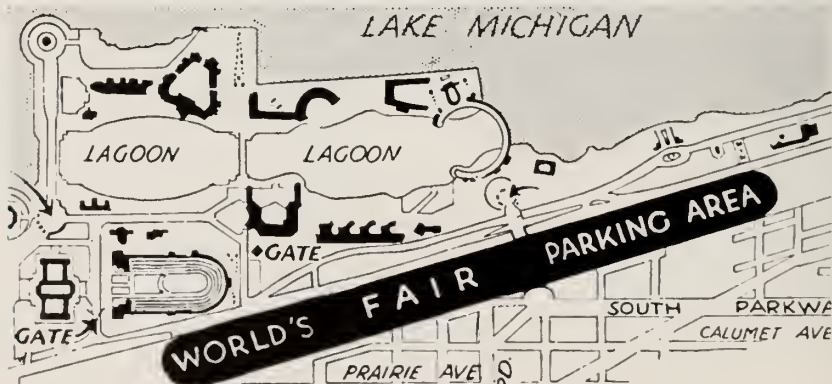
PARK YOUR CAR

ON THE VERY DOORSTEP OF

A CENTURY OF PROGRESS

Park All Day for 50c or 75c

*Accommodations for thousands of cars in this
monster Parking Area, just outside the World's
Fair grounds . . . All parking space is within
two blocks of an Entrance gate of the Fair*



LIST OF FAIR EXHIBITORS—Continued

Roberts Sash and Door Company
Kitchen cabinets in Masonite and Common Brick houses.

Rochester Traffic Signal Corporation
A display of traffic signal apparatus—Travel and Transport Building.

Rohde, Gilbert
An exhibit of house decoration—Design for Living House.

Rosenwald Fund, The Julius
Rural Negro Education—Social Science Building.

Rostone, Inc., and Indiana Bridge Company
A house of the new material, Rostone—Home and Industrial Arts Group.

Royal Canopic Company
Exhibit of flame-proof fly and mosquito netting—Home Planning Hall.

— S —

Safety Glass Mfg. Association
An exhibit of varied types of safety glass including the shatterless glass for automobiles—Travel and Transport Bldg.

Sanford Mfg. Company
An exhibit of writing inks, library paste, solveme, type cleaner, and school inks and paste—General Exhibits Group, Pavilion 3.

Sangamo Electric Company
A pictorial display of the development of electric meters, time switches, flashers, and other electrical appliances—Electrical Bldg.

Sasson, Albert
Perfumes and jewelry—General Exhibits Bldg., 4th Pavilion.

Schmidt, Mrs. Minna
An exhibit featuring more than 400 figurines, representing outstanding women of the world, and costumes of various periods—General Exhibits Group, Pavilion 5.

Scholl Mfg. Company, Inc.
Foot appliances and arch supports, etc.—Hall of Science.

Sconce, Harvey J.
Growing exhibit showing the genetics of rainbow corn—Agricultural Bldg.

Scriptex Press
An exhibit of showing process of printing of "personalized" stationery and envelopes—General Exhibits Bldg., Pavilion 2.

Searle, G. D., & Company
Arsenicals and bismuth—Hall of Science.

Sears, Roebuck & Company
General exhibit of Sears Roebuck's products—Special Bldg.

Servel Sales, Inc.
Refrigerators—Gas Industries Hall.

Sherman, Beatrix
Exhibit of silhouettes—General Exhibits Bldg., 4th Pav.

Simoniz Company
An exhibit depicting the manufacture of Simoniz and the application of Simoniz products to automobiles—Hall of Science.

Sinclair Refining Company
An exhibit consisting of structures, fixtures and court—prehistoric animals—Special Bldg.

Singer Mfg. Company
A display of vacuum cleaners and sewing machines—Electrical Building and houses of Home and Industrial Arts Group.

Slye, Maud
An exhibit of pathological studies—Hall of Science.

Sloane, W. and J., Inc.
Home exhibiting fine decoration and objects of art—Home and Industrial Arts Group.

Smith, Alexander and Company
Carpeting for W. & J. Sloane House.

Smith College
A mural of Smith College with a balop-tician telling the history of this famous woman's school—Hall of Social Science.

Smith, Thomas E.
The interior decoration in the "Rostoue House" in the Home and Industrial Arts area—Home Planning Hall.

Social Work Exhibits Committee
Demonstration area including scout and campfire group—Social Science.

Society for the Prevention of Asphyxical Death, Inc.
Methods of resuscitation—Hall of Science.

Spencer Glare Shade Company
Display of automobile accessory—Travel & Transport Bldg.

Spencerian School of Commerce Accounts and Finance
An account and finance exhibit, and a showing of various phases in the development of writing—Hall of Social Science.

Spring Air
Mattress exhibit—Home Planning Hall.

Squibb, E. R., and Sons
Medieval pharmacy exhibit—Hall of Science.

Stanco, Inc.
"Flit"—Hall of Science.

Standard Automatic Signal Corporation
Electric signal for railroad crossings—Travel & Transport Bldg.

Standard Brands, Inc.
Products manufactured and displayed by applicant—Agricultural and Hall of Science.

Standard Oil Company (Indiana)
A Red Crown, weighing 28 tons, under the dome in the Travel and Transport Bldg., with four motion picture machines throwing upon 30-foot walls, the romantic and the practical side of the petroleum industry—Dome of T. & T.

Stayform Company
Display of corsets and brassieres—General Exhibits Bldg., Pavilion 4.

Stewart and Ashby Coffee Company
Grinding and packaging tea and coffee—Agricultural Bldg.

Stewart Warner Corporation
A large display on the balcony in the Radio and Communications Bldg., showing radio, automobile accessories, refrigerators and movie outfit—Electrical Bldg.

LIST OF FAIR EXHIBITORS—Continued

Stover Mfg. & Engine Company
Agricultural machinery — Agricultural Bldg.

Stransteel Company
A steel house, Good Housekeeping Studio collaborating—Home and Industrial Arts Group.

Straub, W. F., Laboratories
Honey exhibit—Agricultural Bldg.

Studebaker Corporation
A display of automobiles and trucks and exhibits to show the development of the automobile industry—Travel and Transport Bldg.

Surface Combustion Corporation
An exhibit of gas fired, air warmer and air conditioning furnaces—Home Planning Hall.

— T —

Tapp, DeWild and Wallace
Wood furniture for House of Tomorrow.

Taylor Instrument Company
A display of scientific instruments—Hall of Science.

Texas Company, The
A display showing the production of oil and stressing the distribution all over the United States—Travel and Transport Building.

Thorsch, Marjorie
The interior decoration in the "Masonic House" in the Home Planning and Industrial Arts area.

Time, Inc.
Reading room for visitors with all important magazines available — Special Building.

Timken-Detroit Axle Company
An exhibit of axles for passenger cars, motor trucks, and street cars and worm reduction and bevel gears, and four wheel units for six wheel trucks—Travel and Transport Building.

Timken Roller Bearing Company
An exhibit of roller bearings for automotive vehicles, railroad cars, locomotives and industrial machinery — Travel and Transport Building.

Timken Silent Automatic Company
Oil burner unit—Home Planning Hall.

Tobey Furniture Company
Interior decoration of Rostone House.

Travelaide, Inc.
Lounge and information booth—Travel and Transport Building.

Triner Scale Manufacturing Company
An exhibit of scale and weigh devices—General Exhibits Group, Pavilion 3.

Troy Sunshade Company
Garden furniture for Home and Industrial Arts Group—exhibit in Owens-Illinois Glass Block Building.

— U —

Underwood-Elliott-Fisher Company
An exhibit in two sections, one of which is an illusion show that depicts the evolution of office products during the last century, and the other a general exhibit of typewriter, adding machines, and office supplies — General Exhibits Group, Pavilion 3.

Union Carbide and Carbon Corporation
General exhibit of chemical products—Hall of Science.

Union Switch and Signal Company
Exhibit of railway equipment and supplies—Travel and Transport Building.

United Aircraft and Transport Corp.
An exhibit of Air Transport—Travel and Transport Building.

United States Building & Loan League
Scientific presentation on home finance—Home Planning Hall.

United States Playing Card Company
An exhibit of playing cards and the history of the development of card playing—Hall of Science.

United States Plywood
An exhibit of flexwood, plywood and laminated products—General Exhibits Group, Pavilion 3.

United States Steel Corporation and Subsidiary Manufacturing Companies
An exhibit depicting the various mill processes employed in the making of steel—General Exhibits Group, Pavilion 1. Subsidiaries represented:

American Bridge Company
American Sheet and Tin Plate Company
American Steel and Wire Company
The Canadian Bridge Company, Ltd.
Canadian Steel Corporation, Ltd.
Carnegie Steel Company
Columbia Steel Company
Cyclone Fence Company
Federal Shipbuilding and Dry Dock Company
Illinois Steel Company
The Lorain Steel Company
National Tube Company
Oil Well Supply Company
Scully Steel Products Company
Tennessee Coal, Iron and Railroad Company
United States Steel Products Company
Universal Atlas Cement Co.

United Wallpaper Company
Wallpaper W. & J. Sloane House.

University of Chicago (Division of Biological Sciences)

An exhibit showing methods for the rehabilitation and return to society of crippled children, as demonstrated by the Home for Destitute Crippled Children—Hall of Science.

University of Illinois
An exhibit in the medical section dealing with hay fever, tuberculosis, pneumonia, focal infections, rabies, and bleeders' diseases—Hall of Science.

University of Wisconsin Medical School
An exhibit cooperative with the story of medicine in the medical section—Hall of Science.

Urbana Laboratories
Materials for testing plants and soil to determine soil fertility — Agricultural Building.

— V —

Vandersteen, J.
Pewter, pottery, pictures in tile, wood and canvas—Dutch Silver—General Exhibits Group, Pavilion 3.

Verson, Knut
Lamps and lighting fixtures — Florida House.

Victor Chemical Works
An exhibit of heavy chemicals and products and a model of a Nashville phosphoric acid plant—Hall of Science.

LIST OF FAIR EXHIBITORS—Concluded

Visible Records Equipment Company

A display of office and recording equipment—General Exhibits Group, Pavilion 3.

Vitamin Food Company

An exhibit of vegex, yeast extract, brewers' yeast, chocolate syrup and concentrates—Hall of Science.

— W —

Wahl Company, The

A display of Eversharp pens, mechanical pencils, lead and ink, also featuring a demonstration of new adjustable pen points, a pen with nine points in one—General Exhibits Group, Pavilion 4.

Walker Dishwasher Corporation

Electric dishwashers in Stransteel, Rostone and Florida houses and House of Tomorrow.

Walker Vehicle Company

An exhibit of electric street trucks and tractors—Travel and Transport Building.

Warren McArthur, Ltd

Metal porch furniture—Masonite House.

Waterman, L. E., Company

A display showing the various steps in the manufacture of fountain pens, and an exhibit of wax hands of famous people molded from life emphasizing the company's slogan of "A Pen to Fit Every Hand"—General Exhibits Group, Pavilion 3.

Waters-Genter Company

A display of electric toasters—Electrical Building.

Wayne Pump Company

An exhibit of oil and gasoline pumps—Travel and Transport Building.

Waukesha Motor Company

An exhibit of internal combustion engines for automotive, industrial and agricultural purposes. A feature is a 350 H. P. gas engine—Travel and Transport Building.

Weil-McLain Company

An exhibit of heating and plumbing installations—Home Planning Hall.

Weiner and Company, E.

Living room furniture for Rostone House.

Weiss, Ira

An exhibit of costume jewelry—General Exhibits Group, Pavilion 4.

Welch, W. M., Manufacturing Company

Display of scientific equipment—Hall of Science.

Wellcome Research Foundation

A scientific and historical exhibit of British medicine and surgery—Hall of Science.

Wells Miller, Roy Petterson

An exhibit of nuts, preparation of nuts and nut confections—Agricultural Building.

West Disinfecting Company

An exhibit of disinfecting and germ killing preparations—Hall of Science.

West Manufacturing Company, Inc., P. C.

An exhibit showing can opening machine and assembly—Agricultural Building.

West Michigan Furniture Company

Bedroom furniture for Lumber Industries House.

Western Clock Company

A display of clocks and other time keeping devices—General Exhibits Group, Pavilion 4.

Western Union Telegraph Company

A large exhibit showing various developments of communication in the Radio and Communications Building.

Westinghouse Air Brake Company

An exhibit of airbrake operating devices from 1869 to modern designs for freight cars—Travel and Transport Building.

Westinghouse Electric and Mfg. Company

Sharing with the General Electric Company a large section of the Electrical Building with a wide range of dynamic exhibits showing the development of electricity. Electrical—Westinghouse appliances in Armco-Ferro Enamel House.

White, S. S., Dental Manufacturing Company

Contributed liberally to dental exhibit.

Whiting Corporation

Cooperating with Nash Motors in the illuminated glass parking tower in the outdoor Travel and Transport Area.

Widdecorn, John, Company

Furniture for Lumber Industries House.

Women's Architectural Club

Decoration and furnishing of lounge room—General Exhibits Group, Pavilion 1.

Wood Hydraulic Hoist and Body Company

Exhibit of oil burners—Home Planning Hall.

— Y —

Yardley and Co., Ltd.

A display of imported perfumery, fine soaps and toilet articles—General Exhibits Building, Pavilion 4.

York Safe and Lock Company

An exhibit of various locks and vaults of years ago, still doing service, together with modern bank vaults, safe deposits and various kinds of safes—General Exhibits Building, Pavilion 3.

HOME AND INDUSTRIAL ARTS GROUP

HOUSE: American Rolling Mill Co. and Ferro Enamel Corporation

DECORATOR: Kroehler Mfg. Co.

Co-operating: Dieterich Steel Cabinet Corp.; Crane Co.; Insulated Steel, Inc.; Kroehler Mfg. Co.; Surface Combustion Co.; Overhead Door Corp.; Westinghouse Elec. & Mfg. Co.

HOUSE: Common Brick Manufacturers' Association

Co-operating: Sorvel, Inc.; Edison General Elec. Appliance Co.; Timken Silent Automatic Co.; Ilg Electric Ventilating Co.; Elgin Stove & Oven Co.

HOME AND INDUSTRIAL ARTS GROUP—Concluded

HOUSE: Florida, The State of.

DECORATOR: Eastman-Kuhne Galleries, James S. Kuhne.

Co-operating: Mueller Furniture Co.; John Widdecomb Co.; McKay Co.; Collins & Aikman; Walker Dishwasher Corp.; Edison General Elcc. Appl. Co.; Frigidaire Corp.; Singer Mfg. Co.; Overhead Door Corp.; American Stove Co.; Scherwintzer & Graeff; Capehart Corp.

HOUSE: General Houses, Inc.

DECORATOR: Kroehler Furniture Company

Co-operating: American Gas Products Co.; General Electric Co.; Standard Gas Equipment Co.; Kroehler Mfg. Co.; Curtis Companies; Inland Steel Co.; Container Corp. of America; Standard Sanitary Mfg. Co.

HOUSE: Masonite Corporation

DECORATOR: Marjorie Thorsch

Co-operating: Bryant Heater & Mfg. Co.; Marjorie Thorsch; Electrolux; American Stove Co.; Overhead Door Co.; Kohler Co.; Ilg Electric Ventilating Co.

HOUSE: Moore, J. C. B.

DECORATOR: Gilbert Rohde.

Co-operating: Gilbert Rohde; Heywood Wakefield; Herman Miller Furniture Co.; the Lloyd Mfg. Co.; Holland Furnace Co.; Norge Corporation; American Stove Co.; Crane Co.; Overhead Door Corp.; Kitchen Maid Corp.

HOUSE: National Lumber Manufacturers' Association

DECORATOR: Wolfgang Hoffmann, Inc.

Co-operating: Wolfgang Hoffmann, Inc.; American Batesville Cabinet Co.; S. J. Campbell Co.; Conover Co.; Copeland Products Co.; Charlotte Furniture Co.; Hastings Table Co.; Orinka Mills; Warren McArthur Furniture Co., Ltd.; West Michigan Furniture Co.; Crane Co.; Holland Furnace Co.; American Stove Co.; S. C. Johnson & Son Co.; Southern Cypress; Formica Insulation.

HOUSE: Rostone, Inc., and Indiana Bridge Company

DECORATOR: Thomas E. Smith

Co-operating: Hoosier Mfg. Co.; General Electric Kitchen Institute; Holland Furniture Co.; Smith-Graham Co.; Overhead Door Corp.; Crane Co.

HOUSE: Sloane, W. & J., Inc.

DECORATOR: Sloane, W. & J., Inc.

Co-operating: Alexander Smith & Sons; McCutcheon & Co.; Gorham-Spaulding; Cheney Bros.; United Wallpaper Co.; De Voc Reynolds Co.

HOUSE: Strand, Carl A.

DECORATOR: Good Housekeeping

Co-operating: Hoover Co.; Singer Mfg. Co.; Crane Co.; Good Housekeeping; Baker Furniture Co.; Walker Dishwasher Corp.; Fox Furnace Co.; Kelvinator Corp.; American Stove Co.; Chicago Flexible Shaft Co.; Altorfer Bros. Co.; Overhead Door Corp.; Dieterich Steel Cabinet; Formica Insulation Co.

LANDSCAPING

James W. Owen Nurseries
Muellermist of Illinois
Owens-Illinois Glass Co.

HOLDERS OF CONCESSIONS

— A —

Air Show, Chicago

Exhibit of airplanes and supplies in Travel and Transport.

Allied Coin Machine Exhibit

Booth for display and sale of vending machines—Hall of Progress.

American Badge Company

Store in Hall of Science for manufacture and sale of souvenirs and novelties.

American Engineering and Management Corporation, Chicago

Restaurant facing Leif Erickson drive south of airport.

American Flyer, Chicago

Toy trains shop on Enchanted Island.

Andis Products Company, Racine, Wis.

Demonstrate, display, and sell electric utility items.

Arouani and Hakim

Store for sale of Egyptian tapestries, rugs, embroideries, brass and woodwork and Amhar cigarettes—Twenty-third Street bridge.

— B —

Barnard, W. G.

Demonstration of knives, mincers, and noodle cutters manufactured by Acme Metal Goods Co.; five locations.

Battle of Gettysburg, Inc., The

"Battle of Gettysburg" Show—Midway.

Bausch and Lomb Optical Company, Rochester, N. Y.

Coin-operated telescopes in 12 locations on Skyride towers.

Belgique Pittoresque, Inc., Chicago

Belgian Village, south of Twenty-third Street entrance, with town hall, church, theater, houses, etc.

Bennett, Horace C.

Booth for display and sale of Louise Cary's Jams—Hall of Progress.

Benjamin, Jack, Chicago

Indian Arrow game; Aeroplane Ball game, American Tally Ball game, on Midway.

Beuttas, Joseph H.

Manufacture and wholesale distribution of "Official Medal."

Bierdemann, Richard A.

Show called "The Great Beyond."

Black-Partridge Pageants, Inc., Chicago

Pageant, "The Fort Dearborn Massacre" and sale of booklets and post cards depicting Fort Dearborn massacre.

Blanchard, Ray, Evanston, Ill.

Children's Tour service conducted from Enchanted Island.

Bonded Checking Stands, Inc.

15 checking stands and rental and sale of umbrellas.

Bridge World, Inc.

Bridge Center. Booth in Hall of Science in which the game of bridge is taught and played in tournament.

Brooks Contracting Corporation

Washroom facilities.

Brown, E. W., and Mackintosh, J. A.

Display and demonstration of Florida sponge industry.

Bryant and Bruner, Berkeley, Calif.

Stands for sale of "Shasta Snow."

Burt, J. W.

Sale of bridge game books and accessories.

Byrd, Admiral Richard E., Boston, Mass.

Exhibition of the "City of New York," Admiral Byrd's south pole ship. West shore of South lagoon.

HOLDERS OF CONCESSIONS—Continued

— C —

- Cardett, Inc., Chicago
Store and stands for sale of "World's Fair" souvenir emblems.
- Carlson Amusement Enterprise, Chicago
Exhibit and sale of statue of American Girl. Show on Midway.
- Carter, Arch O. & Fred F., Chicago
Soda grill and luncheonette in Travel and Transport building.
- Carter, Chas. J.
Magic Show—Midway.
- Century Beach, Inc.
Bathing beach—Northerly Island.
- Century Griddles
47 sandwich shops throughout the grounds.
- Century Grills
6 lunch rooms at various points in the grounds.
- Century Homes, Inc.
Glass House known as "House of Tomorrow"—Home and Industrial Arts Group.
- Century News Company, Inc., Chicago
Operation of seventy souvenir and candy stands throughout grounds.
- Century Pastimes and Games, Inc.
Game of skill called "Shufflette"—Midway.
- Century Productions, Inc., Chicago
Wild West show and Rodeo in Soldier Field Aug. 25 to Sept. 10.
- Century Razor Blade Company, Chicago
Operation of stand for sale of razors and razor blades.
- Chicago Concessions, Inc., Chicago
Operating forty carbonated drink stands throughout grounds.
- Chicago Daily News, Inc., The
A Service Bureau—Hall of Science.
- Chris Craft Water Transit, Inc.
Speed Boat Thrill rides.
- Citrus Fruit Juice, Inc., Chicago
Operating sixty stands for sale of citrus drinks.
- College Inn Management, Inc., Chicago
Pahst Blue Ribbon Casino restaurant and outdoor garden on Northerly island north of Twenty-third Street entrance.
- Columbian Transportation Company
Chicago
Operation of boats within fair grounds.
- Columbian Transportation Company, Chicago
Operation of steamers and 4 motor boats outside lagoons.
- Comoy, H., & Company, London
Operation of store in Hall of Science for sale of smokers' articles, tobacco and imported cigarettes.
- Congress Construction Company, Chicago
Rutledge Tavern—Operation of replica of tavern for sale of meals—located in Lincoln group.
- Continental Concession Company, Chicago
Lincoln Group—Replicas of various buildings prominent in life of Lincoln.
- Crown Food Company, Chicago
Operation of six lunchrooms and 47 sandwich shops throughout the grounds.
- Cyclone Amusements, Inc., Chicago
Operation of Cyclone Amusement Ride on the Midway.

— D —

- Daggett Roller Chair Company
Roller chair and jinrikisha.

- Daley, Raymond T., Chicago
Mickey Mouse circus—on Midway.
Miniature circus of antics of Mickey Mouse.
- Days of '49, Inc., Chicago
Reproduction of 1849 mining camp; replicas of camp with two streets and nearly two-score buildings.
- D-C Manufacturing Company
Booth for display and sale of scouring brushes—Hall of Progress.
- Deisenhofer, Victor & Mauritius Gruber
Victor Vienna Restaurant—Home Planning group.
- Diamond Bright Corporation, Chicago
Booth for display and sale of "Luster-Sac," metal polish and cleaner in Hall of Progress.
- Dixon, Alice Noble
Store for sale of dolls—Enchanted Island.
- Donnelley, R. R., & Sons Company
Publication and wholesale distribution of Official View Books, Official Mailing Folders, Official Postcards, and art photographs.
- Doughnut Machine Corporation
10 doughnut stands and a doughnut shop.
- Drury, John, and The Cuneo Press, Inc.
To write "An Authorized Guide to Chicago."
- Dufour, A. M., Chicago
Embryological and Prehistoric show on Midway.
- Dufour, Lew
Freak show—Midway.
- Duke Mills Amusements Corporation, Chicago
Freak show on Midway; also Plantation Negro show on Midway.
- Dunbar-Gibson, Inc.
Booth for display and sale of curtain stretchers, safety razor blade sharpener, garden ornament—Hall of Progress.

— E —

- Edwards, E. W., Chicago
Adobe sandwich and barbecue shop in Midway.
- Eitel, Inc., Chicago
Operation of Old Heidelberg Inn; also Eitel Rotisserie east of Twelfth Street entrance.
- Evening American Publishing Company, Chicago
Golf tournament, consisting of driving, approaching and putting in Soldier Field, Sunday, June 4th.
- Exposition Fruit Company, Chicago
Fifteen fruit and nut stands throughout grounds; also food shop at Twenty-third Street bridge.

— F —

- Fagaol, R. B., Chicago
Miniature railroad operating in Enchanted Island.
- Falk and Kalman
Store for display and sale of "The Pathfinder," a weekly newspaper—Twenty-third Street bridge.
- Feldman, M. Newt
Sandwich stand.
- Fisher, C. R., Chicago
Operation of kosher restaurant on Midway; also Temple of Phrenology, games known as "Japanese Tally Ball," "American Baseball Dart," and "Aeroplane Ball game."
- Florida and Canada Amusements Corporation
Seminole Indian village and alligator wrestling show—Midway.

HOLDERS OF CONCESSIONS—Continued

Flying Turns Operating Company, Inc., Chicago
Operating "Flying Turns," thrill ride on Midway.

Frozen Custard, Chicago
Operating stands for sale of "frozen custard," ice cream-like product.

— G —

Gaw, George D., Chicago
Penny weight scales throughout grounds.

General Cigar Company, Chicago
Cigar store in Twenty-third Street concourse.

Glutting, Roy H.
Sale of kites, marble shooter, and walking duck on Enchanted island.

Goldberg, Murray
5 "Guess-ur-weight" scales throughout grounds.

Golden City Scooter, Inc., Philadelphia
Amusement ride known as "Scooter" on Midway.

Goodyear Tire and Rubber Company, Akron
Operating helium-filled, twin motored dirigibles with capacity of from 4 to 13 persons from airdrome south of Travel and Transport building.

Gordon, Clifford J., Chicago
Operating "Movie-of-U" photographic machines in two stores on Twenty-third Street bridge.

Gordon and Rosenblum, Chicago
Operating 6 taffy and cotton candy stands in grounds.

Gray Line Sightseeing Company, Chicago
"Official Tour Service," including special private tour service in grounds.

Green Duck Metal Stamping Company, Chicago
Store in Hall of Science for sale of souvenir metal novelties and tableware.

Greyhound Corporation, The
Intra-Fair bus transportation.

Groak Water Concession, 1933
Furnishing of drinking water.

Gros, Jean, Pittsburgh, Pa.
Marionette show on Enchanted Island.

Gruen, Paul R., Inc., Chicago
Store for sale of watches, novelty jewelry, etc., at Twenty-third Street bridge.

— H —

Heckler, Prof. Wm.
Trained Flea circus—Midway.

Heller and Sons
Booth to display and sell: monograms and ink, darters—Hall of Progress.

Hock, Edward A., Chicago
Operating games on Midway known as follows: "Walking Charley Ball Throwing," "Kentucky Derby," "Fish Pond," "Hoop-la," "Rollaball Alley," "Skill Toss," and "Target Skillo."

Holmes, Burton, Lectures, Inc., Chicago
Motion picture studio for making of pictures for commercial concerns and exhibitors—Hollywood.

Holton and Johns, Chicago
Operating "Progress of Domestic Animals," showing evolution of horses, cattle, hogs, sheep and dogs. Leif Eriksen drive.

Hood, J. V., Racine, Wis.
Children's novelties—Hall of Progress.

Horticultural Exhibitions, Inc.
Horticultural show and restaurant—South end and Northerly island.

Hub, Henry C. Lytton & Sons, The
Store for sale of wearing apparel, accessories and sporting goods—Twenty-third Street concourse.

Hull and Kerr
Booth for display and sale of vegetable garnishing sets—Hall of Progress.

— I —

Icely, Lawrence B., Chicago
Aquatic Golf course on shore line of Northerly island.

Infant Incubator Company, Chicago
Operating infant incubator room, nursery, and exhibit room. Twenty-third Street plaza.

International Bazaars, Inc.
Oriental village—Midway.

International Oddities, Inc.
Ripley "Believe It or Not" Show—Midway.

Israelite House of David, Benton Harbor, Mich.
Store for sale of House of David articles at Twenty-third Street bridge.

— J —

Jonkers, John and Winifred, Chicago
Operating stands for sale of French waffles, cakes, pastries, and dairy drinks, on Midway.

— K —

Kaufmann & Fabry Company, Chicago
Operating photographic studio for taking and selling "Official" photographs of fair; also operating store for sale of cameras and supplies in Hall of Science.

Klauber Novelty Company, Chicago
Operating game of skill called "Bridge Keno" on Midway.

Klawans, S. E., Chicago
Operating sandwich stand on Midway.

Kule-Fut Laboratories
Booth for display and sale of dusting powder for feet—Hall of Progress.

— L —

Leonard, L. S., Chicago
Booth to display and sell a combination tooth brush, gum massager, desk pad, and bird house in Hall of Progress.

Levan, D., Chicago
Sandwich stand on Midway.

Libby, McNeill and Libby, Chicago
Operating 20 stands for sale of potato products, tomato juice and tomato juice cocktails, and 10 pineapple juice stands.

Library of International Relations, Chicago
Children's library and reading room—Enchanted Island.

Lightner Publishing Corporation
Store for sale of relics from Columbian Exposition, and magazines—Twenty-third Street bridge.

Lintz, G. A., Brooklyn, N. Y.
Operating amusement known as "Gorilla Villa" in which are displayed 2 gorillas and 10 chimpanzees. Midway.

Lorenz and Stark, Amsterdam
"Try-your-Weight" scales in five locations on grounds.

Loveland, T. A.
Root beer stands.

Lunenburg Exhibitors, Ltd.
Champion fishing schooner "Bluenose."

Lytton, Henry C., and Co., Chicago
Operating store for sale of wearing apparel and sports goods—Twenty-third Street bridge.

HOLDERS OF CONCESSIONS—Continued

— M —

- Manxi and Kottas, Chicago**
Operating soda grill and luncheonette in Agricultural building.
- Mar-Ney Products Company**
Booth for display and sale of a machine for mounting pictures on mirrors—Hall of Progress.
- Marvin, Campbell**
Sale of Holmes Bakery Products from stand.
- Master Marble Company, Clarksburg, W. Va.**
"Master Marble Shop," for sale of marbles—Enchanted Island.
- Maynes-Illions Novelty Rides, Inc.**
5 amusement rides—on Midway.
- Meldon, Maurice, Cleveland, O.**
Booth for demonstration, display and sale of auto polish—Hall of Progress.
- Merryway Company, The**
Booth for display and sale of an electric food preparer—Hall of Progress.
- Messmore and Damon, Inc.**
Prehistoric Animal show—Twenty-third street.
- Meyers, Joseph**
Booth for sale and display of hand written engraving on key checks and other small articles, fountain pen sets—Hall of Progress.
- Midget Village, Inc., Chicago**
Village operated by fifty midgets on Midway.
- Midway Recreation Corp., Beaver Falls, Pa.**
Operating "Laff-In-The-Dark" amusement ride and "Fascination," a game of skill—Midway.
- Miller and Gaus, Chicago**
"African Dip," an amusement—Midway.
- Milne, Lorne A., Chicago**
"Handwriting Character Analysis," booth on Midway.
- Morgan, Leon**
Counter in "The World a Million Years Ago" for the sale of a book or pamphlet on pre-historic animals and miniature reproductions of pre-historic animals.
- Morgan, Lucy, Penland, N. C.**
Operating log cabin for sale of handicraft of Carolina mountaineers—adjoining Fort Dearborn.
- Muller, Charles J., Monrovia, Calif., and Chicago**
Soda fountain and luncheonette and Muller's Pabst Cafe on mainland and Schlitz Garden Cafe west of States group.
- McDowell, L. V.**
Booth for display and sale of rubber stamps—Hall of Progress.

— N —

- Noon, J. Gilbert, Chicago**
Shooting gallery—Midway.
- Nu-Dell Manufacturing Co.**
Two booths for display and sale of cake decorator, household mending cement, carpet cleaner and hair wavers—Hall of Progress.
- O —**
- Oakville-American Pin Division, Scovell Mfg. Company**
Booth for display and sale of Take-A-Pin "Pin Dispenser"—Hall of Progress.
- O'Brien and Payne, Chicago**
Demonstration, display, and sale of a boiler oven—Hall of Progress.

- Owen Brothers, London, England**
Store for sale of jewelry and pictures decorated with butterfly wings—Twenty-third Street bridge.

— P —

- Pal-Waukee Airport, Inc., Chicago**
Amphibion planes for transportation and thrillrides.
- Panorama, Inc., Chicago**
Exhibiting panorama painting "Pantheon de la Guerre"—Midway.
- Paris, Inc., Chicago**
Operating reproduction of "Streets of Paris"—South of Twenty-third street and west of lagoon.
- Paschal, H. F., Chicago**
Operating store for sale of historical toys—Twenty-third Street bridge.
- Paulus, S. E., Chicago**
Animal act on Enchanted Island.
- Paulus, S. E., Chicago**
Presentation of animal acts—Theatre, Enchanted Island.
- Pfund-Bell Nursery Company, Elmhurst**
Show room for display of palms, ferns, evergreens, etc.
- Pirate Ship Company**
Dance ship and two soda fountains for sale of food and drink.
- Pop Corn Concessions, Inc., Chicago**
Operating forty stands for sale of popcorn throughout ground.
- Potstada, George**
Booth for sale and display of hair dryer and folding lamp—Hall of Progress.
- Price Mfg. Company, Chicago**
Operating store for sale of patent clothes line—Twenty-third Street bridge.
- Primer Publications, Chicago**
To publish for sale educational booklets for children.
- Progress Amusement Corporation, Chicago**
Lagoon transportation and sight-seeing boat—Lagoons.

— R —

- Radio Steel and Manufacturing Company, Chicago**
Exhibit and sell toy coaster wagons—Enchanted Island.
- Raemer, Norman**
Booth for display and sale of an aerial climinator—Hall of Progress.
- Republic Chemical Company**
Booth for display and sale of deodorants, foot lotions, cosmetics.
- Richards, W. S.**
Booth for display and sale of maple syrup and maple cream—Hall of Progress.
- Robertson-Davis Company, Inc.**
Booth for display and sale of Automatic Solder.
- Rogers, Max D., Chicago**
Operating games known as "Rose Bowling" and "International Base Ball Pitching"—Midway.
- Rosenthal and Levy, Chicago**
Sandwich stand.
- Rosenthal, Oscar W., Chicago**
"Hollywood"—sound-recording-photographic studio—South end of Northerly island.
- Ruel and Stewart, Chicago**
Operating motor boats from outside grounds to Thirty-first Street landing.
- Russell, Harry, Chicago**
Operating games known as "Devil's Bowling Alley" and "Target Skill"—Midway.

HOLDERS OF CONCESSIONS—Concluded

— S —

- Sanitary Foot Rest Company**
Booth for display and sale of foot rests for furniture, stoves, and radios—Hall of Progress.
- Sapp, Phillip A., Eufaula, Ala.**
Miniature park for children—Enchanted Island.
- Sbarbaro, John A., Chicago**
Operating game known as "Hollywood Dart"—Midway.
- Schack, M., Chicago**
Exhibition of marine life—Midway.
- Schumacher, B. P.**
Exhibit of painting "The Crucifixion"—Midway.
- Schwartz, David S., Chicago**
Toy Shop—Enchanted Island.
- Scranton Lace Company**
Store for sale of lace manufactured by concessionaire — Twenty-third Street bridge.
- Semek, Joseph**
Booth for sale and display of hand embroidery—Hall of Progress.
- Shine-Sac Inc., Chicago**
Stand to demonstrate Shine-sac products —Twenty-third Street bridge.
- Show Boat Amusement Corporation, Milwaukee, Wis.**
Operating floating theatre known as "Show Boat"—West shore of South lagoon.
- Showmen's League of America, Chicago**
Operating game known as "Air Gun Novelty"—Midway.
- Siegel, R. J., Chicago**
"Pony ride and miniature zoo"—Enchanted Island.
- Simon, Leo, Chicago**
"S-49 Submarine": an ex-navy submarine —North lagoon.
- Simpson Flower Shop**
Flower shop—Twenty-third Street bridge.
- Singer, Edward, Chicago**
Operating store for sale of men's neckwear—Twelfth street entrance; also store for sale of portable radio and radio accessories—Area north of India.
- Smith, Henry Justin**
Writing of a History of Chicago.
- Spencer, Harvey P.**
Store for manufacturing, display and sale of taffy and taffy candy—Twenty-third Street Bridge.
- Spencer, W. L.**
Stand for sale of an automobile glare shade.
- Spies Brothers, Chicago**
Shop for sale of fraternity and class jewelry—23d street bridge.
- Standard Manufacturing Company, Cambridge City, Ind.**
Supply of chairs and benches.
- Stearns, Walter**
Store for display and manufacture of profiles etched in silver or bronze—Twenty-third Street Bridge.
- Stockholm, Carl, Inc.**
Dry cleaning, pressing and laundry service—General Exhibits Group.
- Stone and Coleman**
Booth for display and sale of flexible belts and buckles—Hall of Progress.
- Sullivan, Mrs. W. G.**
Booth for display and sale of costume jewelry to be made on booth—Hall of Progress.

Swedish Produce Company, The
Lunchroom and exhibit of Swedish products—Agricultural building.

— T —

- Thomson, S. W.**
Lion Motordrome—Midway.
- Thorach and Rose**
Booth for display and sale of Metallic-X adhesive compound and wood block miniature buildings—Hall of Progress.
- Thorud, Hazel M., Hubbard Woods**
Operating restaurant known as "High Life Fish Bar"—Northerly island.
- Tokyo Chop Suey Company**
Chinese Lunch Room—Twenty-third Street bridge.
- Tony Sarg Company, New York**
Marionette show—Theatre on Enchanted Island.
- Tolpin Studios**
Booth for display and sale of: Gold China Ware—Hall of Progress.
- Tuma, Frank J., and Company**
Booth for sale and display of baskets, beads, wood trays—Hall of Progress.

— U —

- Ukrainian World's Fair Exhibit, Inc.**
Exhibit of Ukrainian pottery, paintings, embroidery, etc.—Thirty-ninth Street entrance.
- Ultravision, Inc., Chicago**
Operating motion picture auditorium at south end of Northerly island.
- U. S. Crayon Company, Chicago**
Crayon shop—Enchanted Island.

— V —

- Van Briggie Art Pottery**
Store for display and sale of Cedar Craft and pottery—Twenty-third Street bridge.
- Victor Vienna Restaurant**
Operating restaurant, bar and garden cafe —south of Home Planning Group.
- Vulich, Jack, Chicago**
Booth for display and sale of razor blades and razors—Hall of Progress.

— W —

- Walgreen Company**
Largest drugstore in the world.
- Walters, R. J., Manchester, Md.**
Operating observation balloon.
- Waterhouse, W. L., Chicago**
Sandwich stand—bridge adjoining General Exhibits building.
- Weiss, Ira**
Booth for display and sale of fountain pens and pencils—Hall of Progress.
- Wilson, Clif., Tampa, Fla.**
"Snake Show"—Midway.
- Woodlawn Service Company**
Sale of programs, popcorn, peanuts, tobacco, wrapped ice-cream, and confectionery—Soldier Field.
- World's Fair Ice Cream Products Company**
Stands for sale of ice cream and ice cream specialties.
- World's Fair Ice Cream Products Company, Chicago**
Twenty-one stands for sale of ice cream throughout grounds.
- Zienner, Emanuel E., Chicago**
Sale of mechanical toys, ties and handkerchiefs—Hall of Progress.

— Z —

CONTRIBUTORS TO HISTORICAL EXHIBITS IN FORT DEARBORN

Alexis, A. L.
American Legion
Antique Arms Exchange
Bitting, A. W.
Cooke, L. L.
Copps, Florence C.
Daniels, Capt. M.S., U.S.A.
Daughters of 1812
Daughters of Revolution
Du Pont de Nemours

Ford, H. D.
Fur Merchants Exchange
Ho Ho Shop
Manson, John
McGrew, Martha
McCracken, Ruth
McManus, Mrs. R. R.
Nelson, Mrs. Flora
Richman, Mrs. C. A.
Riddle, Major L.

Sconce, Harvey J.
Shubert, A. B., Inc.
Simmons, Vesta R.
Smithsonian Institution
Streichert, E. J., Mfg. Co.
U. S. Military Academy
Van Deventer, Christopher
Rock Island Arsenal
Wirick, J. P.

SCIENTIFIC EXHIBITS IN HALL OF SCIENCE

The following scientific industrial institutions, and organizations, are either furnishing exhibits or cooperating in their preparation in basic science and medicine:

Academy of Natural Sciences
Aluminum Company of America
Anaconda Copper Co.
Ayer Company
Baker & Co.
Baker, J. T.
Bausch & Lomb Co.
Beebe, William
Belgian National Foundation for Scientific Research
Bell Laboratories
Boyce-Thompson Inst.
Bucyrus-Erie Co.
Buffalo Museum of Science
Bureau of Standards
Callide Products Co.
Canadian Geological Survey
Capt. J. E. Williamson
Capt. R. J. Walters
Carnegie Museum
Central Scientific Co.
Chicago Centennial Dental Congress
Los Angeles, Department of Water & Power
Clay-Adams Company
Cleveland Clinic Foundation
Columbia University
Cornell University
Corning Glass Works
Cutler-Hammer Co.
Dee, Thomas J., & Co.
De Laval
Denver Equipment Co.
Dow Chemical Co.
Duriron Co.
Empire State Honey Producers Assn.
Fansteel Products Co.
Federal Electric Company
Field Museum
Firestone Tire & Rubber Co.
Fordham University
Gaertner Scientific Corp.

General Biological Supply House
General Electric X-Ray Corporation
G. M. Laboratories, Inc.
Goldsmith Brothers, Smelting & Refining Co.
Grunow Co.
Harvard University
Heresy, Dr. Don
Illinois Health Dept.
International Filter Co.
International Nickel Co.
Italian Government
Izaak Walton League
Johns-Manville Co.
Johnson, S. C., & Co.
Kaiser Wilhelm Institute
Kansas Geological Society
Keystone View Co.
Lafayette College
Leitz, E., Inc.
L'Hommedieu, Charles, & Sons
Loyola University
Mallinckrodt Chemical Co.
Marquette University
Mayo Clinic
McGill University
Merck & Co.
Metal & Thermit Co.
Milwaukee Public Museum
Modern Biological Products Co.
Museum of Science & Industry
National Academy
National Parks Service
Nechroni, Daniel, Mr.
New Jersey Zinc Co.
Northwestern Improvement Co.
Northwestern University
Nystrom, A. J., & Co.
Owen & Minot
Pasteur Institute of Paris
Pennsylvanian Geological Survey
Perser Corporation, The

Philadelphia & Reading Coal & Iron Co., The
Phillips, Dr. E. F.
Polarized Lights
Pribram's Microbiological Collection
Prince Pierro Ginori-Conti, Laderello
Purdue University
Rand McNally Co.
Raritan Copper Co.
Roessler & Hasslach Chemical Co.
Root, A. I., Co.
Royal University of Modena
Shreveport Geological Soc.
Simoniz Co.
Spencer Lens Co.
Standard Brands, Inc.
State of Florida
Ste. Anne de Construction Technique a Echelle Réduite
Syracuse University
Texas Gulf Sulphur Co.
Thermal Syndicate
Union Carbide & Carbon
United States Coast & Geodetic Survey
United States Geological Survey
United States Government Departments
University of California
University of Chicago
University of Freiburg
University of Illinois
University of Indiana
University of Zurich
Victor Chemical Co.
Virginia Geological Survey
Wander Company
Ward's Natural Science
Waukesha Motor Co.
Weidhoff, J., Inc.
Welch, W. M., Mfg. Co.
Wellcome Institute
Western Television
Westinghouse X-Ray Co.
Yale University
Zeiss, Carl

COMPANIES DONATING TO THE ADMINISTRATION BUILDING

American Radiator Co.	Kaucher Engineering Co.
Baltimore & Ohio Railroad Co.	Marb-L-Cote, Inc.
Bendix Manufacturing Co.	Mosler Safe Co., The
Cellized Oak Floorings, Inc.	M. Pherson, C. D.
Celotex Co., The	Murphy Door Bed Co.
Dunham Co., C. A.	Peoples Gas Light & Coke Co.
Du Pont de Nemours & Co., Inc.	St. Clair Rubber Co.
Eagle Ottawa Leather Co.	Steinmetz Door Matt Co.
Flexwood Co., The	Tapp De Wilde & Wallace
Garland Furniture Co.	Truscon Steel Co.
Glynn Johnson Corporation	Warren, G. G.
Heath Milligan Mfg. Co.	Western Architectural Iron Co.
Johns-Manville Co., H. W.	

CONTRIBUTORS TO THE PAGEANT OF TRANSPORTATION

Auburn Automobile Co.	Illinois Central Railroad	Northern Pacific Railway
Baldwin Piano Co.	International Harvester	Pennsylvania Railroad
Baltimore and Ohio	Irwin, Wm.	Railway Express Agency
Chesapeake and Ohio	Lansing Company	Rock Island Lines
Chicago & North Western	Lehmann, Otto H.	Southern Pacific Lines
Chrysler Corporation	Marshall Field & Co.	Stinson Air Craft Corp.
General Motors Corp.	Mead Cycle Company	Union Pacific System
Goodwillie, Pearley	Messmore and Damon	Union Stock Yards
Harley-Davidson Motor	Roy Monsen	United Airlines
Cycle Co.	Museum of Science and	Waukesha Motor Co.
R. C. Harris	Industry	Zepp, C., Inc.
Hoyt, Thatcher	New York Central Lines	

A LIST OF MURALS PAINTED FOR THE FAIR

Murals which are part of the fund contributed by Dudley Crafts Watson through the support of his lectures and tours.

Hall of Science:

"Mathematics — Physical Sciences" by Pierre Bourdelle.

Eight panels measuring 7 feet 6 inches by 7 feet 6 inches, enlarged by General Outdoors Advertising Co. Showing some of the phenomena measured by science.

"Biology" by Richard Crisler.

Sixteen panels measuring 4 feet 6 inches by 4 feet 6 inches, depict some of the subject matter of biology. The enframed sketches were purchased to help the final work by Irwin Rosenfels, Charles D. Prilik, Lou Ingwersen, William S. Stanton, Haddon Sundblom, William A. Kitt-ridge, Robert Evans, Bert Ray, Samuel Luskarten, and C. A. Ryan.

Southeast Ramp of Hall of Science:

"An Outlook of Biological Development From Prehistoric Times to the Present Day"—by Catherine O'Brien — exhibited by the School of the Art Institute.

General Exhibits Building:

"Mining" by William Schwartz.
One panel measuring 25 feet by 38 feet. Inspired by mining industries.

"OK"—

"Business, Machines, People" by A. Raymond Katz—Sandor.

Panel measures 40 feet by 40 feet. Shows the organization of business surrounded by appliances to aid the transaction of business.

"Machine Movement" by Rudolph Weisenborn.

Panel measures 25 feet by 38 feet, enlarged by General Outdoors Advertising Co.

"Paint, Powder, Jewels" by George Melville Smith.

Panel measures 40 feet by 40 feet. Inspired by the productions of the jewelry and cosmetics industries.

A Century of Progress
 Administration Building, Burnham Park,
 Chicago, Illinois

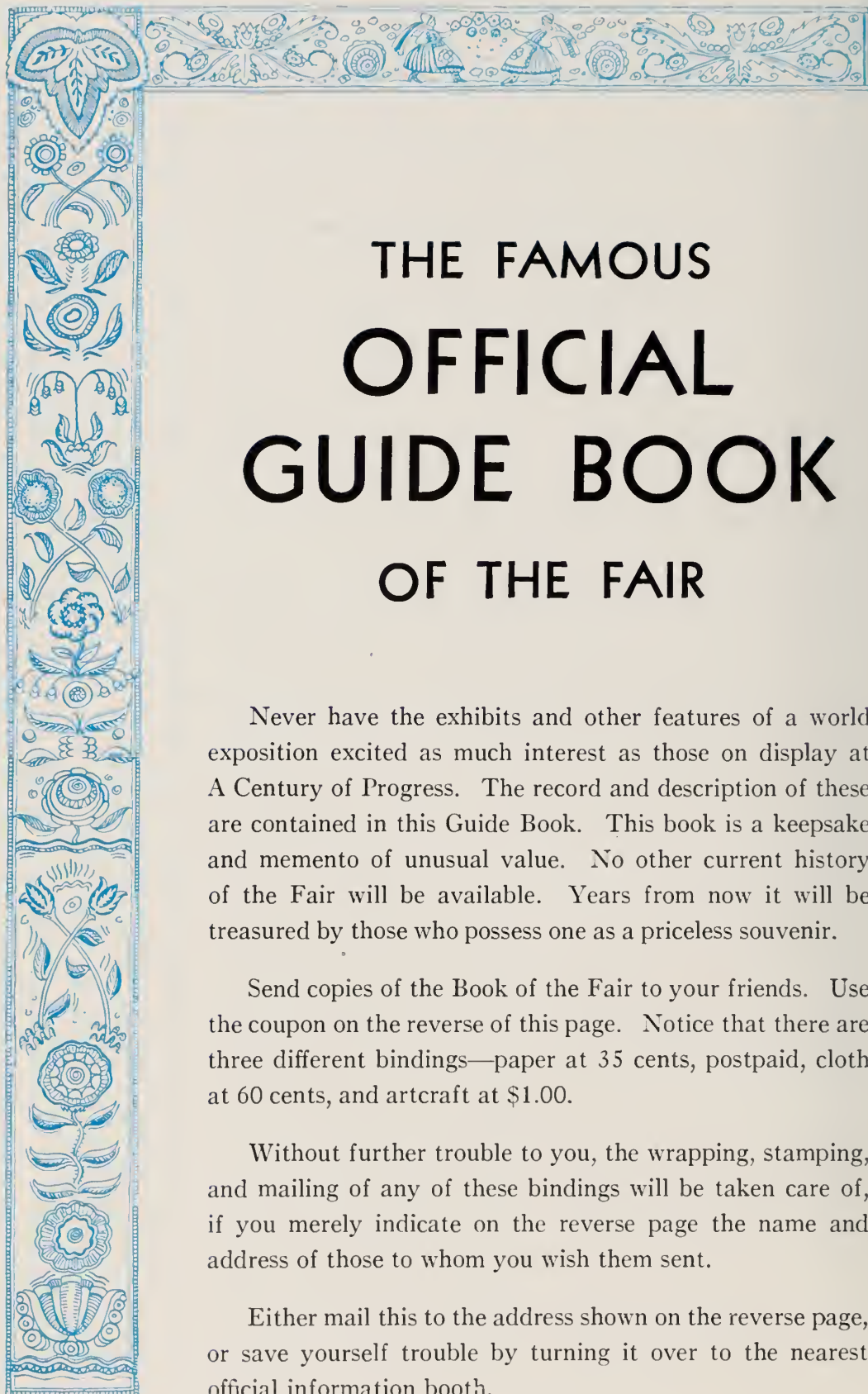
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THE FAMOUS OFFICIAL GUIDE BOOK OF THE FAIR

Never have the exhibits and other features of a world exposition excited as much interest as those on display at A Century of Progress. The record and description of these are contained in this Guide Book. This book is a keepsake and memento of unusual value. No other current history of the Fair will be available. Years from now it will be treasured by those who possess one as a priceless souvenir.

Send copies of the Book of the Fair to your friends. Use the coupon on the reverse of this page. Notice that there are three different bindings—paper at 35 cents, postpaid, cloth at 60 cents, and artcraft at \$1.00.

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A LIST OF MURALS PAINTED FOR THE FAIR—Concluded

Travel and Transport Building:

"Stage Coach," "Pony Express," and "Covered Wagon" by D. C. Miller.

Three panels each measuring 45 feet by 13 feet. These murals show the early freight, mail, and passenger transportation used in the West.

Foods and Agricultural Building:

"Seed Time" by George Biddle.

Panel measuring 20 feet by 14 feet 6 inches. Shows early spring planting, the preparation of the earth for summer toil and autumn harvest.

Hall of Social Science:

"Social Science and Welfare" by David McCosh.

Panel measures 24 feet by 13 feet. Depicts some of the work of the organizations of Social Science.

"Man and the Social Sciences" by Dorothy Loeb.

Panel measures 30 feet by 8 feet.

Murals which have been contributed by A Century of Progress.

Hall of Science:

"Urns" by Mary Bartlett.

"Marketing" by Laura Harvey.

"Columbian Exposition" by Frances Badger.

"Fireworks" by Mrs. S. Szulkaska.

"Diagrammatics" by Maude Phelps Hutchins.

"Moon, Stars, and Roses in Gray and Yellow" by Eleanor Holden.

A series of murals designed for the Trustees' Reception Room.

"The Tree of Science" by John Norton.

Panel measures 15 feet by 30 feet, enlarged by Sosman & Landis. Shows at its roots basic sciences which come together in the stem of pure science and branch out into the fields of applied sciences.

"The Dimensions of Natural Objects in Miles" by John Norton.

Panel measures 15 feet by 30 feet, enlarged by Sosman & Landis.

Shows the size of man as approximately one-thousandth of a mile, the diameter of our galaxy as a million million million miles, and the dimensions of a proton as one-millionth of one-millionth of one-millionth of a mile.

"Wave Lengths" by John Norton.

Panel measures 15 feet by 30 feet, enlarged by Sosman & Landis. Shows the frequency of electro-magnetic waves in terms of oscillations per second.

Murals contributed by the Union Carbon and Carbide Co.

Hall of Science:

"The History of Technical Science" and "The History of Applied Science" by John Norton.

Two panels measuring 120 feet by 8 feet. To the left of the main entrance door is depicted "The History of Technical Science." It commences with primitive magical rites and proceeds toward the appearance of great scientists of this day.

To the right of the main entrance is the "History of Applied Science."

Mural contributed Anonymously.

General Exhibits Building:

"The New Freedom" by Davenport Griffen.

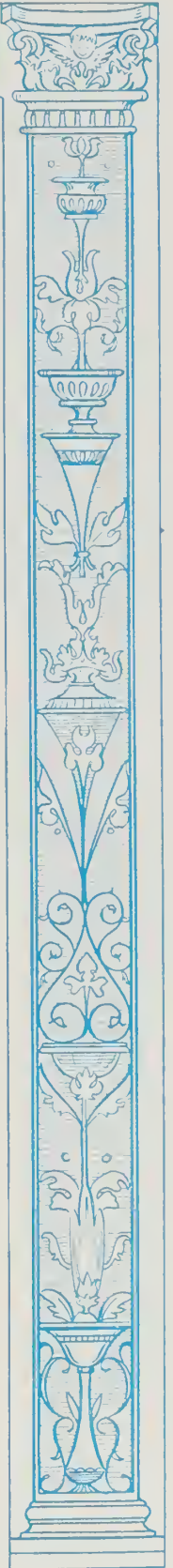
This mural shows the towering cities which machines helped to bring about and looks toward the future of a new order of society, where machines release man from drudgery.

Murals contributed by Elizabeth Amelia White.

General Exhibits Building:

"Buffalo Hunt," "Design of Symbols," and "Primitive Industry," by the Taos Indians.

Three panels measuring 12 feet by 15 feet, 8 feet by 4 feet, and 5 feet 3 inches by 82 inches respectively. Depict primitive industry, the hunt, and American Indian symbolism.



50% of the cars that finished Indianapolis race were *Studebaker powered!*



Fastest 500 miles in Speedway history a sweeping Studebaker triumph!

Only 14 out of 42 entries finished . . . 7 had Studebaker engines . . . 5 of them were 85% stock Studebakers!

NOTHING like it ever happened before on the historic Indianapolis Speedway. Studebaker gave an exhibition of speed and stamina on Memorial Day that 100,000 spectators will never forget.

Forty-two of America's greatest racing cars started the gruelling 500-mile race. But only 14 of them were able to finish. And 7 of the first

12 places went to cars with Studebaker engines! A five-car team of 85% stock Studebakers—entered by the Studebaker factory—went through the entire race without a single repair.

Most of the cars in the contest were specially constructed and fabulously costly. But not the 5 Studebakers that competed as a team.

They were built in the Studebaker factory in the same way that the Studebaker you buy is built. They were stock cars except for certain slight modifications to conform with racing requirements.

You'll never give any car the test these Studebakers got at Indianapolis. But what a satisfaction it is to know that every Studebaker is able to stand up that well.

Two of the cars in the sensational 5-car Studebaker team are on exhibition at the World's Fair—one in the Travel & Transport Building—one in the Firestone Building.

BUILDER OF CHAMPIONS—PIONEER OF FREE WHEELING



Avenue of Flags



The main avenue leading into the Exposition from the 12th Street Gate, south, toward the Hall of Science. The "Avenue of Flags" is named after the rows of brilliant red flags with yellow edge, on either side of the broad avenue, expressing the spirit of festivity.



The Travel and Transport Building

Constructed on the principle of a suspension bridge. No pillars, columns, or arches to support it from below but depends on cables to carry the load of its tremendous roof. Interior diameter—310 feet at the base and 206 feet clear of any obstruction. Inside is shown the progress of transportation from the creaky wagons of a century ago to the most modern water, highway, railroad and air travel.

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UNIVERSITY OF TORONTO



Time Saving Trips Through The Fair

In this Fair the visitor approaches a mass of exhibits located in a great number of different buildings and even having a guide book with thorough explanations, he will still be puzzled as to where he should start his journey and how to go through the Fair Grounds without overlooking those things which are especially interesting and important to him. Our suggested plan consists of three trips through the World's Fair; each one of them requires about a day's time, or, if the visitor is in a great hurry, he can see the most important exhibits of one journey in about 5 to 6 hours. We start these journeys at the main entrance of the Fair—the north end—and advise those who are coming from the south side of the City to use the Greyhound Bus Lines through the Fair Grounds to the starting point.

FIRST TRIP

When we approach the Fair and enter the gates, we already sense a difference in the atmosphere and this feeling never leaves us during our stay on the grounds.

The peoples' faces seem to reflect their vital interest and their deep relationship to this rapid progress of humanity during the last hundred years which is especially true of this country. Passing through the main gate with its box offices, between the blue and red pylons, a round plaza is seen before us. A circle of American flags and a loudspeaker of unusual size is in the center and around us in a semi-circle are the sales stands for souvenirs and refreshments. From here two avenues lead to the Exposition: one—going south—toward the Hall of Science, called the "Avenue of Flags," and one to the east over the North Bridge of the Lagoon toward the famous Planetarium on Northerly Island. The "Avenue of Flags" is named after the rows of brilliant red flags with yellow edge, on either side of the broad avenue, expressing the spirit of festivity.

Here we want to mention the various means of transportation on the Fair Grounds so that later we may refer to them again concisely. The Greyhound Bus Lines operate over the entire Fair Grounds, one line from the north entrance at 12th Street to the south end of the Fair at 38th Street and a second line from the north entrance to the Planetarium on Northerly Island and from there to the south end of Northerly Island (east end of the Venetian Bridge) at 10c per trip. Every day, sightseeing trips through the Fair Grounds are arranged on these buses (especially in the forenoon), covering the whole territory for a charge of 50c per round trip. For those who do not care to walk through the exhibition halls, roller chairs (4 wheels) are obtainable at \$1.00 per hour and rickshaws at \$1.40 per hour (these are pushed by college boys who are also able to give information about the exhibits); kiddie cabs may be obtained at 75c per day. On the Lagoon, motor boats take care of the traffic; the shuttle boats operating between the north entrance, Federal Building, Hall of Science, Enchanted Island and the west end of the Venetian Bridge charge 15c per stop; round trips are conducted through the North and South Lagoons for 35c in the afternoon (children 15c) and 50c in the evening (children 25c). Gondolas are \$2.00 per hour per person (minimum charge 50c for 15 minutes).

Our first trip takes us south and we find to our right the southbound bus station, and to our left the

Administration Building

(Public not admitted except by special permission)

Architect, Holabird & Root, H. Burnham, E. H. Bennett. Cost, \$420,000. Area, 67,000 square feet; width, 162 feet; length, 339 feet; height, 94 feet (front); 110 feet (rear). Colors: Blue, yellow, silver.

This is the first building which was put up on the Fair Grounds and from here the entire planning and building of the Fair was carried out. The main hall of the Administration Building contains the enlargement of a bird's eye view of the Fair, painted by H. M. Petit; this picture is the largest photographic reproduction which has ever been made (19 x 22 feet). This building also contains the famous trustee's room with its unique, long, wedge-shaped table. The next building to our right is the

Sears Roebuck Building (Free)

Architect, Nimmons, Carr & Wright. Cost, \$150,000. Area, 87,120 square feet; width, 166 feet; length, 314 feet; height, 45 feet (tower 137 feet). Colors: Gray and blue.

On the main floor a large plastic map shows the distribution of merchandise by this great mail order house. Dioramas explain the evolution of business and in the

south wing of the building an old fashioned kitchen and bathroom are shown demonstrating the great improvement in house conveniences during the last century. The popular B/G restaurant chain operates an eating place in the north wing. The lower floor contains a Radio Room and a Mechanical Room and the Mechanical Man is the main attraction in this building. The upper floor is filled with an exhibit of sporting goods, furs, the prize winning quilts and a display of the Encyclopaedia Britannica. This building also contains comfortable restrooms.

Illinois Host Building (Free)

Architect, Charles Herrick Hammond. Cost, \$13,600. Area, 13,600 square feet; width, 80 feet; length, 210 feet; height, 50 feet. Colors: Silver and gold.

This building contains in its north wing a very interesting Lincoln exhibit (replica of the sitting room in his Springfield home, pictures of all Lincoln statues, a collection of documents and newspaper clippings concerning his life, letters, replica of his death mask, and a great number of photographs of his person). In the north wing is located the Auditorium and the Governor's private suite. In the center hall we see a display of the flags of the 37 Illinois Regiments that served in the World War. The floor is an artistic mosaic linoleum showing the State Seal and the various State Departments.

Sweden (Free)

Just south of the Illinois Host Building we enter this pavilion. The main exhibit is in the front hall with a map showing the Swedish immigration into the United States, and on the side walls, enlargements of photographs which make the visitor familiar with cities, landscapes, occupations and sports of the Swedish people; a model of the Stockholm City Hall; of a very modern steamship of the Swedish-American Line and a model of Calmare Nyckel—the ship which in 1638 carried the first Swedish settlers to America. The second room contains a very dignified bazaar where beautiful Swedish table ware, pottery, china, glassware, textiles and furniture are displayed and for sale. The bronze statues in the court before the building are by Carl Milles—Stockholm.

Czechoslovakia (Free)

The next building to our right. Some pictures and maps recall the nature of this country and the main part of the hall is occupied by a great bazaar, where beautiful pieces of handmade textiles (peasant style), glassware from Gablonz, china from Karlsbad, jewelry and many other articles are for sale. An exhibit makes one familiar with the scheme of preparing radium salts for the cure of rheumatism. Adjoining this building is the Czechoslovakian Cafe.

Italy (Free)


The architects Libera, DeRenzi and Valenti were appointed to build the Italian pavilion. It reminds one of a gigantic aeroplane. The staircase in front of the building leads to the upper floor and the visitor is amazed when he enters. He finds a beautiful hall before him. In a fresco of huge dimensions Italy shows her business relations with the world. In the center of the fresco the impressive head of Mussolini attracts the eye. Below, on the ground floor one finds a number of large transparent photographic compositions showing the historical beauty of Italy, especially the excavations of Pompeii. A model of Italy's most modern liner directs the interest to the delightful Mediterranean journeys which one encounters on the trip from America to Italy. On the ground floor of this pavilion the visitor finds several smaller interesting exhibits and a bazaar where typical Italian merchandise is sold. The famous Venetian mosaics, jewelry, glass, leather articles and textiles attract many people. The Italian restaurant occupies the rear of the Italian pavilion toward the Lake. Beyond it on the lagoon is anchored the

Submarine S-49 (40c—Children 25c)

This large vessel is open for the inspection of the public. Navigation, torpedo and engine rooms with all their complicated apparatus are highly interesting. With this visit we leave the Avenue of Flags and walk toward the

Lama Temple (25c—Children 10c)

The original temple was built in Jehol during the years 1767-1771 and this exact replica was made in China and brought to Chicago at the expense of Mr. Vincent Bendix. The famous Swedish explorer, Dr. Sven Hedin, was responsible for its selection and reproduction. Every part of this famous masterpiece of finest Chinese architecture are exact copies of the original and the 28,000 pieces which this temple consists of were joined together in Chicago. The building is 70 feet square and 60 feet high. It is supported on the exterior by twenty-eight



red enameled pillars and the pagoda shaped roof is covered with 25,000 gold-plated copper shingles. The original temple has not been used for worship by the public but exclusively by the Lamas (the expression Lama—meaning teacher—is now commonly used for priest). There are many cultural and religious objects in this temple. The main figures are the Kuan-yin (Goddess of Mercy) and the Avalokitecvara (Protector of the Faith, patron saint of Tibet). Lamaism is a Tibetan-Mongolian religion and on the walls of the temple are hung the finest Tibetan-Mongolian works of art, especially a selection of textiles and wood carvings. Among these are many representing the figure of Buddha. Chinese guide gives the necessary explanations about services which are characteristic of the Lamas.

Chinese Republic (Free—25c to the Jade Exhibition, Children 10c)

Here we find only a small exhibit but one superior in beauty and value. Chinese porcelain and wood carvings are seen on various stands and are also sold there. In a special room masterpieces of carved jade are exhibited. Among them we find a seven-story Pagoda illuminated from the inside which is the attraction of the whole building. The process of carving jade is demonstrated with very primitive tools. One of the most valuable objects is the carved jade gravestone of Pei Wei of Kao Wu of the year 476 A. C. This gravestone shows on the front figurative symbols and on the back an inscription from which the exact date is determined. The Chinese Theater and the Chinese Restaurant with its gorgeous hand carved teakwood gate adjoin the building. We then visit the

Japanese Pavilion (Free)

This pavilion is a typical example of Japanese architecture built by engineers and workmen from Japan who brought their own tools and materials. It contains a great variety of Japanese exhibits. Among them are dioramas showing Japanese landscapes and cities, some very typical Japanese handicraft (among them lacquered woodwork and porcelain) which are worth seeing. Japan is proud of having acquired western manufacturing methods. Besides toys and silkware, characteristic of that country, also many other objects for common use are on display and for sale. A specialty of the adjoining Japanese Tea Garden is the charming ceremony of serving tea in Japanese manner by dainty Geisha girls.

Sky Ride

One fare from tower to tower 40c, children 25c; special rate until 6:00 p. m., 25c, children 15c. Ride to the upper platform of the towers 40c, children 25c; special rate until 6:00 p. m., 25c, children 15c.

This towering sensational structure of the Fair reminds one of the Eiffel Tower of the Paris Exposition and combines the idea of overlooking the Fair Grounds from a very high point with the transportation of visitors from the mainland to Northerly Island. One of the 628 feet high steel towers is erected near the Lama Temple and the other near the Hall of Social Science on Northerly Island. A very ingenious system of steel cables between these towers overbridge the distance of 1,850 feet and on these cables, at the height of 200 feet from the ground, are suspended the rocket cars, on which one can take a thrilling ride across the lagoon.

A trip to the top of the towers, which are higher than any skyscrapers west of New York, is a feature of the Fair which should not be omitted. A wonderful view can be had from these towers over glittering Lake Michigan and over the City of Chicago with its incomparable skyline. We take a ride in one of the rocket cars and the view over the Fair Grounds which we have during our ride is very instructive. Just beneath us near the tower on the mainland we see the spacious Hall of Science, on the other side of the Lagoon the three white pylons of the Federal Building, and the four green and the two red pylons of the Electrical Building. To the south we see the Havoline Thermometer and the Chrysler and General Motors Buildings. The suspension dome of the Travel and Transport Building is very outstanding among the many smaller surrounding structures. We descend the Sky Ride Tower on Northerly Island; we do not remain on this Island but cross the Science Bridge and return to the mainland.

Hall of Science (Free)

Architect, Paul Philippe Cret. Cost, \$1,106,000. Area, 408,376 square feet (9½ acres); length, Great Hall, 260 feet; width, 60 feet; height, 57 feet. Tower, 176 feet high. Material, steel frame and plywood. Colors: North and South, blue and white; East, red and white. One of the greatest sensations of the World's Fair is the illumination of the north and east front and the tower of the Hall of Science. No one should miss this unforgettable spectacle.

We enter the Hall of Science from the center of the Circular Terrace, cross the octagonal room and step into the inner terrace which dominates the Court of Honor. In the center of the inner terrace we see a large electrical board on which is demonstrated how the star Arcturus turned on the World's Fair lights with a ray

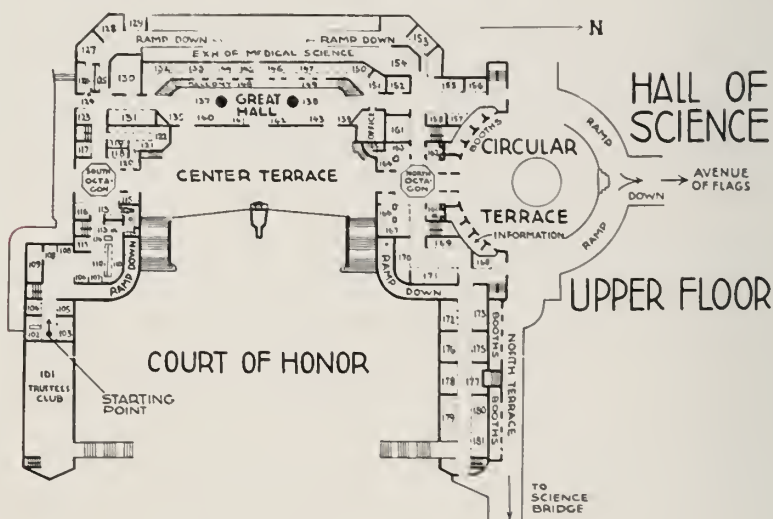
emitted from Arcturus in the year 1893 and reaching the earth in 1933, traveling through the enormous space of the universe for 40 years at a speed of 186,600 miles per second. At the southwest corner rises the beautiful carillon tower. After having crossed the inner terrace southward, we enter, this time, in the south wing and step into the south octagonal room.

In order to systematically visit the various exhibits, we walk to the east end of the south wing where space is reserved for the Trustees Club (floor plan 101), and start our inspection tour at the end of this hall where is located the

Biological Exposition

First we see the Microvitarium (102) where Prof. Roemmert of Munich, Germany, shows with six Zeiss projectors the drama of life in a water drop. Through a special cooling system device he is able not only to show the living micro-organisms in the last stage of their life but he shows his cultures in the state of actual life with all their fighting for existence and how one kind of micro-organism devours another and how they multiply. Not only one-cell organisms are shown but also very small insects and worms in which on account of their transparency the working intestines and the beating heart are perceptible.

The next stand (103) points out the activity of the Pasteur Institute in the French Colonies. Stand 105 (sponsored by Ayer Company) shows the sources of the various vitamins and gives an idea of modern Vitamin Science. 104: Survey of plant and animal kingdom with a display of preserved examples and explanations by means of lantern slides.



On the ramp to the right which leads to the first floor (and which we do not follow now) is an interesting symbolic mural of Biology by Catherine O'Brien.

In a separate room to our right (109) are objects loaned by the Field Museum of Chicago, the Buffalo Museum of Science and the Carnegie Museum of Pittsburgh; furs from animals of various regions of the world and a large map give us an idea of the distribution of fur animal areas and vegetation on the globe.

Stand 108-a is a laboratory with living bacterias. Stand 108 contains the exhibit of a marvelous micro-biological collection by Prof. Pribram of Vienna and gives one an interesting idea of bacterias, and the complexity of living things.

Stand 106 shows the scientific view of the nature of yeast, for the layman, just the creator of fermentation, for the scientist, a complicated process of micro-biological nature. Yeast is a plant which multiplies by budding and dividing and there are in every cake about 140,000,000,000 yeast cells. Stand 107: Wax (Johnson's Wax) and the process of its gathering and refining. 111: Insects, the enemies of human beings and the modern way of fighting them.

The double stand (110) is devoted to plant biology showing very interesting reactions of plants to light, gravity and other stimuli. Stand 114: The Sabre-tooth Tiger of the Pleistocene period in the western hemisphere. 112: The steps of geological history of invertebrate animals. Stand 112-a shows the evolution of the skeleton and the skull and gives examples of the history of the Horse, the Dinosaur, the Titanotheres and the Oredon. Stand 113-a shows the evolution of

the primates. 113: Evolution of the face. 115: Diorama of the reconstruction of the Dinosaur and the Cretaceous landscape. 116: Experimental evolution of tobacco plants through X-rays.

We are now in the south octagonal hall with the beautiful murals showing symbolic pictures of biology by Richard Chrisler (enlarged by Sassman & Landis). Stand 117 is devoted to biological studies of the skeleton, the blood vessels and the brain. Stand 118 shows the development of the backbone animals, the anatomy of the Mammalian embryos, the development of insects and the bending of the human heart in the course of its embryonal stages.

Stand 119 shows a very interesting exhibit of the development of the human embryo in a great number of preserved specimen from the human egg to the fully developed baby.

Stand 120 and 121 show experiments with amphibian embryos; in a laboratory, cells are prepared for microscopic studies. 122: Cell division and cell activity. 123: Creatures of the deep sea. Stand 124 and 125: Outline of living animals, on models and index maps that picture the inheritance of characteristics and makes one familiar with the Mendelian law of heredity. 127: A marvelous collection of tropical insects by Prof. Schmalz. 128: The migration of the salmon. 129: Honey Bee Society and Termite Society.

We do not follow any farther the ramp to the first floor on which a part of the Medical Exhibit is located but we will see this exhibit on our systematical tour through the first floor. We turn back and find to our left a lecture hall (130) where the digestive system of the human body is explained on an interesting model. To our right is the exhibit of the Bakelite Corporation (131), showing the manufacturing process of their product. (In the Great Hall we shall find a few biological exhibits which are in connection with this part of the Hall of Science which we just visited. Here starts the exhibits of

Physics

Right next to the lecture hall mentioned before is being given the explanation of the consistency of air, of the electrical furnace and of electroplating. A series of very interesting apparatus are demonstrating the most unusual experiments, sponsored by the Carbide and Carbon Corporation.

Great Hall

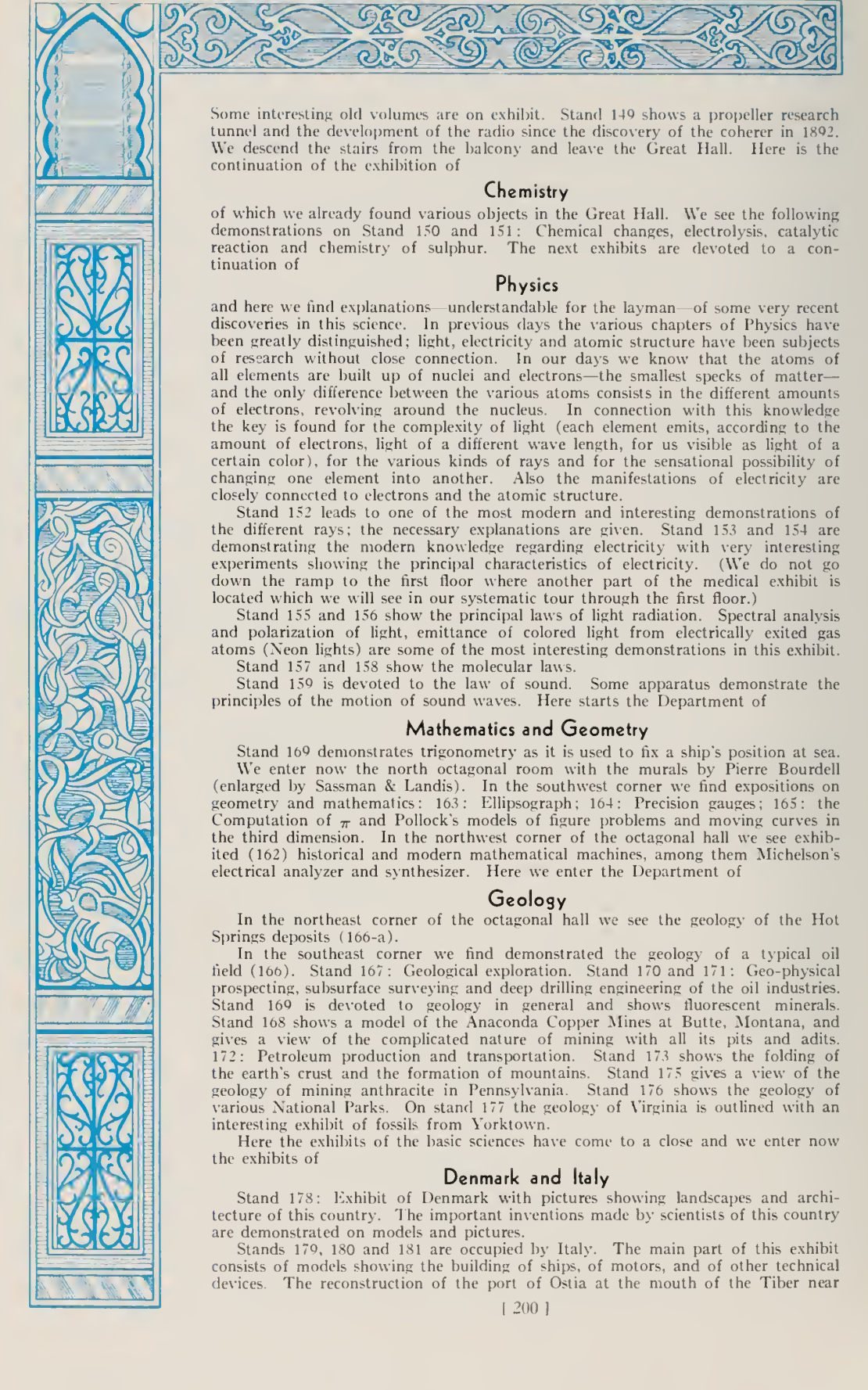
We now enter the Great Hall of the Hall of Science, which has one of the most beautiful interiors of "A Century of Progress" Exposition. The beautiful lighting and the attractive wall designs are giving to this hall beauty and dignity. Three murals are especially outstanding: In the center the Tree of Knowledge and of Basic and Applied Sciences; to the south the Dimensions of Natural Objects from the diameter of the galaxy to the diameter of the protons which build up the atoms; on the north end the Frequency of the various electric magnetic waves in kilocycles per second.

We take a look at the many large objects displayed in this hall and find first to our right (135) a model which represents a section of a basswood twig showing the growing of the wood year by year. This exhibit is in connection with the biological section through which we passed before. In the center of the hall (137) is a big globe by Rand McNally with an exhibit of the chemical elements and on another stand in the center of the hall (138) the gondola of Auguste Piccard which was used in his famous stratospheric flight and the bathosphere of William Beebe in which he descended 2,200 feet into the Atlantic Ocean.

On the east side of the hall are the following exhibits: (141) Electrostatic Generator, a machine which creates power of over one million volts; the Rotating Magnetic Field; (142) the Gyroscopic Compass; (143) the model of a Molecule of Table Salt; (139) the Geological Time Clock—in connection with the geological exhibit in the north wing. This last object gives an outline of the geological history of the earth starting with the creation of our globe out of the surface of the sun. This clock counts units of million years and gives in pictures the conception of the landscape in the various geological ages of the earth. Through this very ingenious device the visitor receives an idea of the tremendous stretch of time which was necessary to build up the world with all its creatures.

Walking back toward the south in the Great Hall we find a demonstration of crystallization. An apparatus showing the Brownian movement (i. e., the movement of a particle in a colloidal suspension similar to molecular movement).

146: The American Petroleum Industries are showing a miniature oil refinery plant where the process of refining oil can be watched in a very clear and interesting way. 145: Mineral separation. 144: Firestone Rubber Company shows the process of rubber production from the rubber plants to automobile tires. On the balcony (148) is the "Library of 1,000 volumes" covering the field of basic sciences.



Some interesting old volumes are on exhibit. Stand 149 shows a propeller research tunnel and the development of the radio since the discovery of the coherer in 1892. We descend the stairs from the balcony and leave the Great Hall. Here is the continuation of the exhibition of

Chemistry

of which we already found various objects in the Great Hall. We see the following demonstrations on Stand 150 and 151: Chemical changes, electrolysis, catalytic reaction and chemistry of sulphur. The next exhibits are devoted to a continuation of

Physics

and here we find explanations—understandable for the layman—of some very recent discoveries in this science. In previous days the various chapters of Physics have been greatly distinguished; light, electricity and atomic structure have been subjects of research without close connection. In our days we know that the atoms of all elements are built up of nuclei and electrons—the smallest specks of matter—and the only difference between the various atoms consists in the different amounts of electrons, revolving around the nucleus. In connection with this knowledge the key is found for the complexity of light (each element emits, according to the amount of electrons, light of a different wave length, for us visible as light of a certain color), for the various kinds of rays and for the sensational possibility of changing one element into another. Also the manifestations of electricity are closely connected to electrons and the atomic structure.

Stand 152 leads to one of the most modern and interesting demonstrations of the different rays; the necessary explanations are given. Stand 153 and 154 are demonstrating the modern knowledge regarding electricity with very interesting experiments showing the principal characteristics of electricity. (We do not go down the ramp to the first floor where another part of the medical exhibit is located which we will see in our systematic tour through the first floor.)

Stand 155 and 156 show the principal laws of light radiation. Spectral analysis and polarization of light, emittance of colored light from electrically excited gas atoms (Neon lights) are some of the most interesting demonstrations in this exhibit.

Stand 157 and 158 show the molecular laws.

Stand 159 is devoted to the law of sound. Some apparatus demonstrate the principles of the motion of sound waves. Here starts the Department of

Mathematics and Geometry

Stand 169 demonstrates trigonometry as it is used to fix a ship's position at sea.

We enter now the north octagonal room with the murals by Pierre Bourdell (enlarged by Sassman & Landis). In the southwest corner we find expositions on geometry and mathematics: 163: Ellipsograph; 164: Precision gauges; 165: the Computation of π and Pollock's models of figure problems and moving curves in the third dimension. In the northwest corner of the octagonal hall we see exhibited (162) historical and modern mathematical machines, among them Michelson's electrical analyzer and synthesizer. Here we enter the Department of

Geology

In the northeast corner of the octagonal hall we see the geology of the Hot Springs deposits (166-a).

In the southeast corner we find demonstrated the geology of a typical oil field (166). Stand 167: Geological exploration. Stand 170 and 171: Geo-physical prospecting, subsurface surveying and deep drilling engineering of the oil industries. Stand 169 is devoted to geology in general and shows fluorescent minerals. Stand 168 shows a model of the Anaconda Copper Mines at Butte, Montana, and gives a view of the complicated nature of mining with all its pits and adits. 172: Petroleum production and transportation. Stand 173 shows the folding of the earth's crust and the formation of mountains. Stand 175 gives a view of the geology of mining anthracite in Pennsylvania. Stand 176 shows the geology of various National Parks. On stand 177 the geology of Virginia is outlined with an interesting exhibit of fossils from Yorktown.

Here the exhibits of the basic sciences have come to a close and we enter now the exhibits of

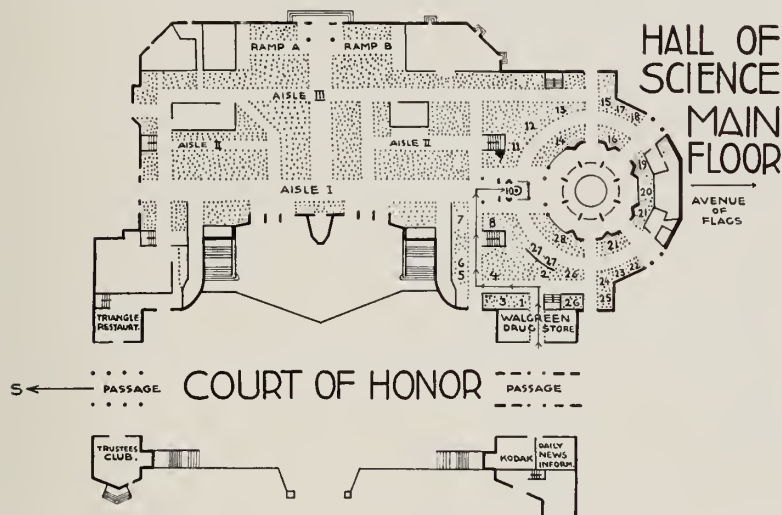
Denmark and Italy

Stand 178: Exhibit of Denmark with pictures showing landscapes and architecture of this country. The important inventions made by scientists of this country are demonstrated on models and pictures.

Stands 179, 180 and 181 are occupied by Italy. The main part of this exhibit consists of models showing the building of ships, of motors, and of other technical devices. The reconstruction of the port of Ostia at the mouth of the Tiber near

Rome is very interesting. Piers, lighthouses and warehouses are shown in exact reproduction from the time of the ancient Roman Empire and we receive a conception of the high civilization and the progressed technique two thousand years ago.

Now we take the staircase at our left and walk down to the Main Floor

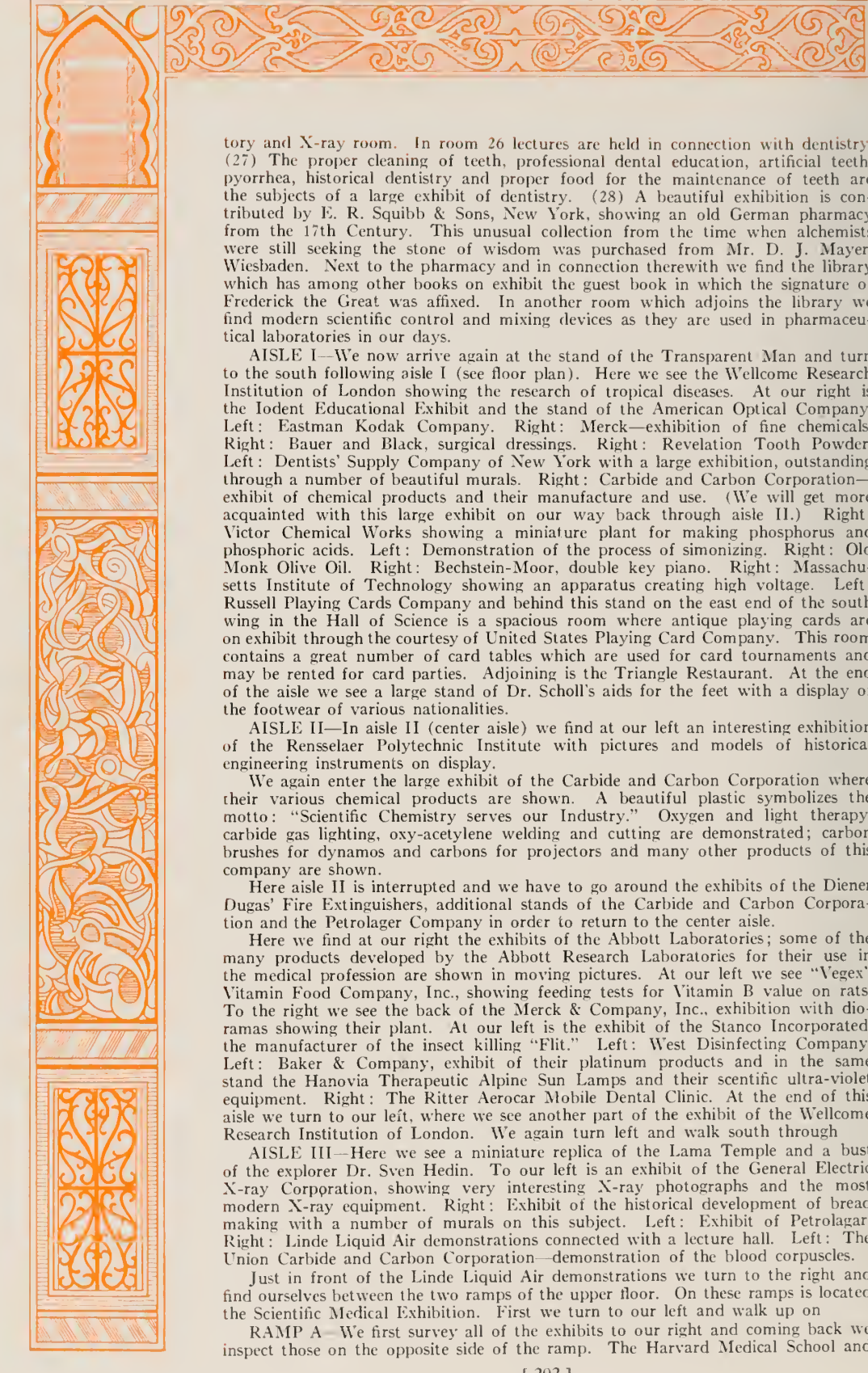


Medical, Dental and Pharmaceutical Exhibits

Here we find the information office of the Chicago Daily News and the shop of Kaufmann & Fabry Company. We cross the passage and enter Walgreen's Drug Store. We go through this store and find ourselves at the exhibits. We see on the left side (1) the stand of Chappel Brothers with the display of a complete food line for dogs, cats and all carnivorous animals. In front of us (2) is the display of the Cleveland Clinic: the development and evolution of the brain; instruments for blood transfusion. We turn to our left and follow the arrow indicating our way on the map. We inspect the following exhibits: (3) Chicago Pharmacal Society; (4) American College of Surgery, where the history of surgery is shown in interesting pictures; (5) Hospital Laboratory Service; (6) The Mayo Foundation of Rochester, Minnesota, where various diseases and their diagnosis through X-rays, and the performance of operations are demonstrated on models; (7) American Medical Association, this stand shows the story of medical education of the modern doctor; (8) Robert Koch Memorial, dedicated by the Berlin Koch Institute, to the discoverer of the tubercle bacillus; (9) Pasteur Institute, France.

Between the Koch Memorial and the Pasteur Institute we see one of the most famous objects of interest: (10) the Transparent Man. This figure was built in the Hygiene Museum in Dresden and shows all the human organs, blood vessels and intestines in their right places; through an electrical system the various internal parts are separately illuminated so that the layman receives a thorough knowledge of the organism of the human body.

Now we walk to our left and start a round trip through that part of the exhibition which is located under the already known Circular Terrace. At our left (11) we pass the stand of the Milwaukee Public Museum, where we see an interesting exhibit about American-Indian medicine. The next room (12) is a very beautiful exposition of the science of pharmacy, explaining the many branches of the science which are employed for pharmacy. (13) Italy shows her contribution to the study of syphilis. (14) Bausch & Lomb Optical Company exhibit their instruments. (15) J. D. Searle & Company have a stand showing pharmaceutical instruments for physicians' use. (16) Burroughs Wellcome & Company, Inc., occupy this stand showing medical equipment. Next we see the stand (17) of Proteo Bread for diet restricted in sugars and starches. (18) Hynson, Westcott & Dunning show the manifold use of Mercurochrome. Stand 19 is a public lounge. (20) Gerber's show the preparation of vegetables for children and convalescents. (21) Mallinckrodt exhibit chemicals and explain their preparation and use for medicine. (22) Burton Dixie Corporation demonstrate their mattresses. (23) Dee & Company have an exhibition of dentistry. (24) National Oil Products show the value of Vitamin D in Cod Liver Oil. Stand 25 is a dental laboratory with opera-



tory and X-ray room. In room 26 lectures are held in connection with dentistry. (27) The proper cleaning of teeth, professional dental education, artificial teeth, pyorrhea, historical dentistry and proper food for the maintenance of teeth are the subjects of a large exhibit of dentistry. (28) A beautiful exhibition is contributed by E. R. Squibb & Sons, New York, showing an old German pharmacy from the 17th Century. This unusual collection from the time when alchemists were still seeking the stone of wisdom was purchased from Mr. D. J. Mayer, Wiesbaden. Next to the pharmacy and in connection therewith we find the library which has among other books on exhibit the guest book in which the signature of Frederick the Great was affixed. In another room which adjoins the library we find modern scientific control and mixing devices as they are used in pharmaceutical laboratories in our days.

AISLE I—We now arrive again at the stand of the Transparent Man and turn to the south following aisle I (see floor plan). Here we see the Wellcome Research Institution of London showing the research of tropical diseases. At our right is the Iodent Educational Exhibit and the stand of the American Optical Company. Left: Eastman Kodak Company. Right: Merck—exhibition of fine chemicals. Right: Bauer and Black, surgical dressings. Right: Revelation Tooth Powder. Left: Dentists' Supply Company of New York with a large exhibition, outstanding through a number of beautiful murals. Right: Carbide and Carbon Corporation—exhibit of chemical products and their manufacture and use. (We will get more acquainted with this large exhibit on our way back through aisle II.) Right: Victor Chemical Works showing a miniature plant for making phosphorus and phosphoric acids. Left: Demonstration of the process of simonizing. Right: Old Monk Olive Oil. Right: Bechstein-Moor, double key piano. Right: Massachusetts Institute of Technology showing an apparatus creating high voltage. Left: Russell Playing Cards Company and behind this stand on the east end of the south wing in the Hall of Science is a spacious room where antique playing cards are on exhibit through the courtesy of United States Playing Card Company. This room contains a great number of card tables which are used for card tournaments and may be rented for card parties. Adjoining is the Triangle Restaurant. At the end of the aisle we see a large stand of Dr. Scholl's aids for the feet with a display of the footwear of various nationalities.

AISLE II—In aisle II (center aisle) we find at our left an interesting exhibition of the Rensselaer Polytechnic Institute with pictures and models of historical engineering instruments on display.

We again enter the large exhibit of the Carbide and Carbon Corporation where their various chemical products are shown. A beautiful plastic symbolizes the motto: "Scientific Chemistry serves our Industry." Oxygen and light therapy, carbide gas lighting, oxy-acetylene welding and cutting are demonstrated; carbon brushes for dynamos and carbons for projectors and many other products of this company are shown.

Here aisle II is interrupted and we have to go around the exhibits of the Diener Dugas' Fire Extinguishers, additional stands of the Carbide and Carbon Corporation and the Petrolager Company in order to return to the center aisle.

Here we find at our right the exhibits of the Abbott Laboratories; some of the many products developed by the Abbott Research Laboratories for their use in the medical profession are shown in moving pictures. At our left we see "Vegex" Vitamin Food Company, Inc., showing feeding tests for Vitamin B value on rats. To the right we see the back of the Merck & Company, Inc., exhibition with dioramas showing their plant. At our left is the exhibit of the Stanco Incorporated, the manufacturer of the insect killing "Flit." Left: West Disinfecting Company. Left: Baker & Company, exhibit of their platinum products and in the same stand the Hanovia Therapeutic Alpine Sun Lamps and their scientific ultra-violet equipment. Right: The Ritter Aerocar Mobile Dental Clinic. At the end of this aisle we turn to our left, where we see another part of the exhibit of the Wellcome Research Institution of London. We again turn left and walk south through

AISLE III—Here we see a miniature replica of the Lama Temple and a bust of the explorer Dr. Sven Hedin. To our left is an exhibit of the General Electric X-ray Corporation, showing very interesting X-ray photographs and the most modern X-ray equipment. Right: Exhibit of the historical development of bread making with a number of murals on this subject. Left: Exhibit of Petrolager. Right: Linde Liquid Air demonstrations connected with a lecture hall. Left: The Union Carbide and Carbon Corporation—demonstration of the blood corpuscles.

Just in front of the Linde Liquid Air demonstrations we turn to the right and find ourselves between the two ramps of the upper floor. On these ramps is located the Scientific Medical Exhibition. First we turn to our left and walk up on

RAMP A—We first survey all of the exhibits to our right and coming back we inspect those on the opposite side of the ramp. The Harvard Medical School and

the Massachusetts General Hospital show the historical development of their institutions. Marquette University and Milwaukee County Hospital show many kidney specimen pertaining to Brights Disease. The McGill University of Montreal shows its historical development. The American Society for the Control of Cancer is calling attention to their successful treatment. American Committee for the Control of Rheumatism shows the various stages and causes of this disease, in pictures, specimen and X-ray photographs and gives advice about proper food.

The University of Chicago shows the rehabilitation of the crippled child. On the next stand we see the digestive system on models, the human skeleton, the larynx, the circulation of the blood, the glands and the internal skeleton, the nervous system and the sense organs. We now turn back and see the exhibits on the opposite side of this ramp.

Loyola University: Specimen of various sections of the human body. This unusual exhibit is especially interesting and educational. A large exhibit of the University of Illinois in connection with the State Department of Health; Rabies Hydrophobia as an infection of dogs and the transmission to man by the bite of a rabied dog; Hemophilia (bleeders' disease); Pneumonia, Pulmonary Tuberculosis; Hay Fever and other infections. This exhibit is one of the most educational because it makes these various diseases, their symptoms and the treatment thoroughly understandable to the layman. Now we start our inspection of

RAMP B—And we again visit first the exhibits on the right. Georgia Warm Springs Foundation, showing the after-treatment of infantile paralysis. Exhibit of human eggs and ovarian hormones. University of Amsterdam, Holland, showing on models the human body in sections; this exhibit is called "The Body Book." Occupational treatment: A very modern exhibit of a curative workshop. Maternity Center Association: Maternal hygiene—proper food, proper occupation and proper clothing for the pregnant woman. The Chicago Board of Health, an exhibit of the Public Health Institute for saving and protecting the lives of Chicago babies.

Here we are at the beginning of the electrical exhibit and we turn back to inspect the stand on the opposite side of the ramp.

Exhibit of the Health Center in Lille, France, and of instruments for bone operations and an oxygen respirator. American Heart Association, showing the modern diagnosis and treatment of heart diseases. Chicago Medical Society shows a century of medical progress in Chicago. Chicago Tuberculosis Institute, with a mural by Edgar Miller. The story of the Allergy Disease, a sickness which is caused in susceptible individuals by agents which are harmless or wholesome to the average man. University of Wisconsin: Beaumont's Centennial—an exhibit showing Beaumont's (1825-1833) contributions to medical science. Northwestern University: Medical School, showing the progress in medical technique and diagnosis and forty centuries of anatomical illustrations.

Now we arrive at our starting point between the two ramps with the scientific medical exhibits and leave the Hall of Science through the west entrance and walk south, turning left to the main street, Leif Eriksen Drive. We find in front of us the beautiful pavilion of the magazines

"Time" and "Fortune" (Free)

which contains a very modernly furnished lounge where a great number of periodicals of all countries of the world are at the disposal of the readers. A terrace facing the lagoon is connected with this pavilion and is an inviting rest place for the visitor at the Fair. On the lagoon, just south, we find the

Show Boat (10c)

The Show Boat is closely connected with America's historical cultural life. Almost 200 years ago, when there were no permanent stages in America, groups of artists joined and gave performances on small boats on the Mississippi. These plays were mostly sentimental but usually happily ending. Later on these small vessels were replaced by steamboats. During the Civil War there was a strong downward movement of these plays; however, immediately after the war, these performances were revived. Nowadays the show boat is a thing of the past; only recently, when the literature in America so vitally took up this subject, new possibilities for the life of these show boats were created. Today are found again on the Mississippi River, several show boats. Just south of the Show Boat is the

Christian Science Monitor Pavilion (Free)

in which murals make us familiar with the process of printing this paper.

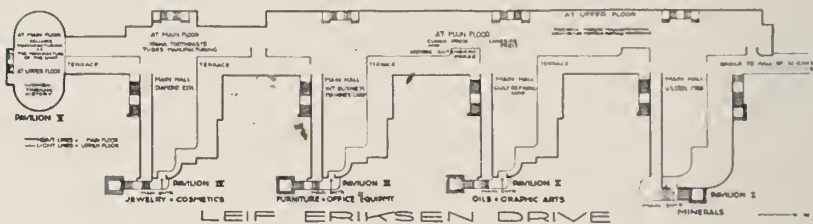
Blue Ribbon Restaurant

with its garden where among flowers, tables and chairs invite the visitor of the Fair to a bite to eat. On the right we see the five pavilions of the

General Exhibits Building (Free)

which are very attractive in their shape and during the night a real symphony of illumination. (Architect, Harvey Wiley Corbett. Cost, \$549,000. Area, 211,000 square feet. Width, 250 feet; length, 985 feet. Height: Halls, 40 feet; towers, 75 feet. Colors: Orange, turquoise blue, yellow, orange, black and white. We enter

GENERAL EXHIBITS BUILDING



Pavilion I—Minerals


The main hall of this pavilion shows the exhibits of the various subsidiaries of the United States Steel Corporation. The center consists of a huge plastic symbolizing the work of the United States Steel Corporation, and its influence on the present civilization. Railroads, steamships, automobiles, structures for skyscrapers are the manifestations of the steel age. On one side of the exhibit are the stands of the subsidiary manufacturing companies of this Corporation. Dioramas, pictures and models give a conception of the tremendous structure of this industry.

In the rear part of Pavilion I on the main floor are located the following exhibits: Barrett Cravens Company, J. W. Holt Plumbing Company, Link Belt Company, Peabody Coal Company; the exhibit of a coal mining plant and village on the Norfolk-Western Railway, Copper and Brass Research Association of New York, Armstrong Bros. Tool Company, exhibiting tools for all industries, Tinius Olsen Testing Machine Company, Petroleum Heating and Power Company, showing in murals the historical development of house heating and models of modern heating plants, the Pure Oil Company of U. S. A. showing on a large plastic map the pipe system of this company, Master Lock Company, McGraw-Hill publications on Industry. The wall in back of the staircase leading to the upper floor which we now ascend is covered with a large mural by Wm. S. Schwartz symbolizing the work in the mines. Upstairs we find (starting our inspection at the north end of the building) billiard tables and bowling equipment manufactured by the Brunswick-Balke-Collender Company and an exhibit of modern beer bars. Exhibit of the American Asphalt Paint Company showing in dioramas and pictures the superiority of their product. Exhibit of the Chicago Bridge and Iron Works, Merco Nordstrom Valve Company and Pittsburgh Equitable Motor Company. "The Mechanical Wonderland" sponsored by the Popular Science Monthly with a great variety of models in action showing their mechanical movements. Models are loaned by the Newark Museum. Next follows a stand of the Clipper Belt Lacer Company, the Pfaudler Company, an exhibit showing glass enameled steel equipment. Exhibit of the Agfa-Ansco Company with a collection of interesting photographs. Here we enter

Pavilion II—Oil and Graphic Arts

and find, adjoining the exhibits which we just visited, the gallery of miniature paintings sponsored by the Miniature Society of America, Chicago, Pennsylvania and Brooklyn. Some very lovely miniature paintings are on exhibition here. This work is done on ivory and a number of them belong to the best works of art of our time. The next stand contains the exhibition of modern photography. Every country of the world contributed photographs for this exhibit and only the best have been selected. The various characteristics of foreign countries and the difference of the photographed object gives one a thrilling impression.

An exhibit of the "Monthly Dog World," next to which the stand of a portrait artist is located. An exhibit of the Burdick Enamel Sign Company showing on a miniature plant how porcelain enamel is fused on metal. A large exhibit of various products manufactured by this process follows. We are now in the center of Pavilion II; before we descend to the main hall on the ground floor we see some exhibits in the southern part of this pavilion: Encyclopaedia Britannica, Children's Encyclopaedia and the Book of Knowledge; a large exhibit of Architecture sponsored by the Chicago Architectural Exhibition League under the aus-



pices of the American Institute of Architects, the Illinois Society of Architects and the Architectural Sketch Club of Chicago. Very interesting photographs and models show the modern development of American architecture. In this exhibit we see some plastics by Edgar Miller.

Next, a stand of the Encyclopaedia Britannica, where we find a rare edition of the year 1768. Also an exhibit of faulty scales and cheating devices which were confiscated by the City.

We go back to the center of Pavilion II, descend the stairs and find ourselves in the main hall of the lower floor. A large part of this hall is taken up by the exhibition of the Gulf Refining Company showing a number of various kinds of motors and the proper fuel lubrication for same. The revolving center piece demonstrates the various speeds of aeroplanes, automobiles and motor boats.

An exhibit of the Society of Graphic Arts, specimens of modern printing. The exhibit of "Paper's Century of Progress": historical development of paper making, exhibits of various paper products and the model of a most modern paper manufacturing plant. Dearborn Engraving Company, where the engraving process is shown on working machines. R. R. Donnelley & Sons (The Lakeside Press) exhibit their publications and printing. Exhibit of leading French publishers. American Colortype Company, showing on several apparatus the theory of mixing colors. Ansell-Simplex Ticket Company, demonstration of the manufacture of Simplex tickets. The World Book Encyclopaedia. Funk & Wagnalls Company, publishers of the Literary Digest. Ernst Hertzberg & Sons are showing their beautiful bindings, among them an exquisite volume of the "Nibelungenlied," also demonstrating the process of making hand-tooled books.

The Cuneo Press, Inc., exhibit their printing processes and publications, and a model of their tremendous printing plants in Chicago, Milwaukee, Philadelphia and New York. They have also taken it upon themselves to bring to the World's Fair at their expense the Gutenberg Press and type foundry and other objects from the Gutenberg Museum of Mainz, Germany, which are put up in the most attractive manner. Reproductions of old prints, made on Gutenberg's Press, on lovely handmade paper may be bought there. A copy of the 42-line Bible, for the printing of which Gutenberg is given credit, is also on exhibit and a number of other interesting objects familiarizes the visitor with the primary process of printing with movable type. From here we enter

Pavilion III—Furniture and Office Equipment

and pass by the following stands: Waterman's Ideal Fountain Pens; in connection with this exhibit is shown reproductions of the hands of famous people and a collection of prominent persons' autographs; the Dictaphone concern; York Safe and Lock Company; Diebold Safe and Lock Company; Underwood Elliott Fisher Company. Murals show the history of writing. Next we see the stand of the Burroughs Adding Machine Company.

The main hall of Pavilion III is devoted to office equipment and to an exhibition of modern office machinery by the International Business Machines Company with their three divisions: Tabulating Machine Company, International Time Record Company, Dayton Scale Company. Also the International Scale Company.

A mural by Raymond Katz covers the entire wall in this room, showing the artist's impression of office work. A. B. Dick demonstrate their latest model of mimeographing machine. Next follows the stand of Sanford's Inks and Adhesives, and the Addressograph-Multigraph Corporation.


The National Cash Register Company have an exhibit which gives the layman an idea how complicated adding machines are built. A display of the many different parts used in one adding machine gives an idea of the progress of manufacturing technique. The stand of La Salle Extension University, and Eversharp Pencils.

We now walk over to the staircase in back of the main hall leading to the upper floor, where we see the mural of Davenport Griffin showing the relief which human beings experience through the use of machines.

On the next floor we see an exhibit of modern American furniture and a lounge sponsored by the Women's Architectural Group. A great collection of interesting photographs gives an outline of the architecture of the modern home. We find various exhibits: The Lullabye Furniture Corporation, the Baldwin Piano Company, Karpen Furniture Company, an exposition of souvenirs and metal work from Holland. Now we enter, on the upper floor

Pavilion IV—Jewelry and Cosmetics

and arrive at the following exhibits: Gro-Flex Corporation; M. Alouf, Paris, showing tapestry and souvenirs; Gibbs & Company, cosmetics; Eigelite Products Company, novelties; Ira Weiss, jewelry; Dee's Tooth Powder; Boyer, cosmetics; Theo. A. Kochs Company, barber shop equipment; Fresh, antiseptics; Franco



Beauty Salon; Yardley's Cosmetics and Perfumes; F. H. Noble & Company, jewelry; the Star Sapphire, genuine stones; American Metal Crafts Company, trophies and badges; Clover Leaf Crystal Shop.

We again descend the stairs in back of which we see the wall covered with a mural by Rudolph Weisenborn and walk toward the main hall in the front of this pavilion where we find the Diamond exhibit. The room where this exhibit is shown has beautifully decorated walls with murals by Hans Tieckert. Reproductions of the crowns of European reigning houses and some very valuable and especially beautiful diamonds are shown in display cases. The main display case is a sensation in the modern method of protecting valuables. An automatic device is connected with this display case which—the moment the glass top is broken—causes the diamonds to drop into a vault which is built under this display case and closes automatically.

In the back part of this pavilion we find a plant unit of the Ipana Tooth Paste makers and the following exhibits: Olson Rug Company; Carl Stockholm, Inc.; Fearn Silk Company, showing a weaving machine in operation; Westclox Clock Company, the murals in this room show the historical development of the clock.

American Laundry Machine Company, Inc., Carl Stockholm, Inc., and Kennedy Laundry Company show a unit of a cleaning plant.

Arouni & Hakim, Cairo, Egypt, exhibit Oriental rugs and tapestry and sell their merchandise on this stand. Elgin Watch Company shows interesting models of precision clocks. Peacock exhibits a selection of diamonds. Charis have a display of corsets. Hartman shows their trunks and luggage. Here we enter

Pavilion V

Phoenix Hosiery demonstrates the latest type of a full-fashioned hosiery machine in operation. Cluett Peabody & Company, Inc., show their unshrinkable cotton and linen fabrics. In the main hall is shown the demonstration of the process of making shirts sponsored by the Lyons Manufacturing Company and an exhibit by Cluett Peabody & Company, Inc., showing a display case with collars of past times and today. Exhibit of Formfit—evolution of corsetry from 1833 to 1933. The Shelton Looms: velvets and pile fabrics.

We take the stairs to the upper floor. The wall back of the staircase is decorated with a large mural showing Indian motifs and buffaloes by A. C. Rinscoff. On this floor we also find an extensive collection of the figurines of Mrs. Minna Moscherosch-Schmidt of Sindelfingen, Germany, who is an expert in miniatures. The figurines represent 400 great women of the past from various countries.

Hall of Religion (Free)

Architects, Thielbar & Fugard. Cost, \$35,000. Area, 12,650 square feet. Width, 50 feet; length, 350 feet; height, 30 feet (tower, 90 feet). Color, white.

Church officials and artists have cooperated to show the public the great importance of the work of the church. Under one roof we find the exhibits of the various denominations: Lutherans and Episcopalians, Methodists and Mormons, Presbyterians and Catholics, Christian Scientists, Baptists and Jews and the exhibits of the Salvation Army, the King's Daughters and the Volunteers of America.

The main entrance hall underneath the tower is decorated with a row of symbolic murals by A. C. Rinscoff. The center of this hall is devoted to the exhibit of a famous piece of art of the early Christian age, the Chalice of Antioch. During the time when in the old Roman Empire a decadent naturalistic art was practiced which we know very thoroughly through the excavations of Pompeii, a new specific Christian art was developed. Oriental and Roman influences joined to create—stimulated through the new Christian ideas—the new art with a most interesting line of ornaments. This new art has not only the purpose of decoration but is mainly an art of a symbolic character; it expresses the faith of the first Christians. The Chalice of Antioch—found by Arabs in the year 1901—is a splendid example of this kind of early Christian art. Archeologists, biblical scholars, writers and artists who have studied this chalice pronounce it to be the earliest known object connected with Christ. Its value is inestimable and heavily insured.

At our left is a second hall belonging to the cooperative Protestantism. The very impressive plastic in the center of the wall opposite the entrance is the work of Lorado Taft and represents Christ's saying "Come unto me." The murals around the top of the hall are by A. C. Rinscoff and are of symbolic character. The small exhibits around this hall show the various branches of church work.

We return to the main entrance hall and visit the exhibits in the adjoining smaller room. The first of them is devoted to the Episcopal church. Stained glass windows and a wood carved altar are the main attractions in this room.

In a small Auditorium on the right side of the entrance hall organ recitals are held (organ manufactured by Moeller).

The long hall at the right of the main hall contains a great number of various exhibits. One is attracted by the large mural in the stand of the National Lutheran Council, painted by Daubner, and showing Christianity among the nations of the world.

The Salvation Army shows dioramas and pictures of their activity, with a long series of murals done by the artist Warner E. Sallman.

The next stand represents the Lutheran Synod of Missouri with an impressive portrait of Luther by L. W. Bendic Taenzer with the motto "Justified by Faith."

Opposite this exhibit is a stand called "Judaism." Very impressive murals by Raymond Katz show the artist's conception of the fundamental principles of religion. Famous Jews are shown on moving slides.

At the right are three more exhibits: Christian Science, the King's Daughters, and an exhibit of the smallest Bible.

Opposite we see the stand of the Mormons with murals by Award Fairbanks, Dean of the University of Michigan, picturing the migration of the Mormons from Illinois to Salt Lake City, Utah, in the years 1839 to 1847.

The last stand is occupied by the Volunteers of America.

Adjoining this hall is another special room (entrance fee 15c) where modern church art is exhibited. In this exhibit we do not find emphasized the work of churches but we merely see a selection of modern prominent Protestant and Catholic church art from Central Europe. Building of churches is now based on new principles and the perfection of modern technique with its economy and truthfulness is applied to this modern church architecture. A series of photographs show outstanding modern churches by Otto Barning, H. Herkommer, Dominicus Boehm of Germany and many others. A new development in the shape of some Protestant churches is clearly demonstrated on models and pictures. The so-called triangular form of the church emphasizes the spoken word and the acoustics is one of the main features of the building. A selection of plastics, textiles and church implements, enamel work, mosaics, stained glass windows and paintings show the greatness of this church art which is far beyond the questions of the day. One of the most impressive plastics is a bust of Luther by Hans Wissel, Havelberg. When we leave, we find across the street the

Garden of Comfort (Free)

Here, the American Radiator and Sanitary Plumbing Corporation have an exhibit of modern heating plants, of an air conditioning plant in operation and of bathroom equipment. This exhibit is placed in several small pavilions which are located in a beautiful garden. Next, is an artificial rock landscape.

Sinclair Prehistoric Exhibit (Free)

where reconstructions of prehistoric animals are placed.

Firestone Pavilion (Free)

Where the actual manufacture of automobile tires is shown.

Walgreen's Drug Store

The Hub—Men's Clothing Store

General Cigar Company Store

are the next exhibits on the right side. They are all located in separate buildings.

The World a Million Years Ago—(25c—Children 10c)

where a journey through the prehistoric past of our world is undertaken.

Admiral Byrd's Ship (25c)

is the original vessel, "The City of New York," in which Admiral Byrd made his trip to the Antarctic. Built in Norway 50 years ago, she is one of the strongest wooden ships afloat. A visit on this boat gives an impression of the difficulties and hardships of an expedition of this kind and makes one familiar with Little America, Byrd's camp on the Southpole Continent, where all the scientific explorations were made in spite of the severe climatic conditions. A complete museum of relics is intact on the vessel below decks.

Havoline Thermometer (Free)

An exhibit of the Havoline Motor Oil Company. This structure—over 200 feet high—is a gigantic thermometer and is especially attractive at night.

We are now at the end of our first journey and see before us the famous places of recreation and amusement of the Chicago World's Fair.



SECOND TRIP

We undertake our second trip through the Fair, beginning at the north entrance and walk from the round plaza east over the North Bridge from where we see to the north the yachts and boats in the Chicago Harbor and to the south the lagoon framed by the gayly colored buildings of the Fair. We pass the beautiful Terrazzo Promenade and see before us the massive, permanent structure of the

Adler Planetarium (25c)

built under the sponsorship of Max Adler by the Architect Ernest A. Grunsfeld, Jr.; Alfonso Iannelli created the sculpture work on and in this building. The most interesting part of this building is the planetarium projector of Carl Zeiss-Jena, one of the largest apparatus of this kind which has found much interest and admiration since the opening of the planetarium in May, 1930. In the halls encircling the inner rotunda with the dome, we find a variety of astronomical instruments on display from the first primitive stages up to the last achievements in this line (among them a model of the rotating prisms with which Prof. Albert Michelson of the University of Chicago demonstrated the speed of light). The walls are hung with photographs of cosmic nebula, of the surface of the sun and of sun eclipses with very fine and interesting protuberances and corona effects.

The inner rotunda is decorated around its walls with a silhouette of the skyline of Chicago. In the center of this rotunda is the projection apparatus. At certain hours of the day lectures are given in this hall which disclose the secrets of the firmament. The hall darkens and the sky appears above with its stars in such perfect imitation that we forget reality. The complicated apparatus projects against the dome the exact movements of the stars and the planets, of the sun and the moon, and lets days, years and centuries pass in any desired speed, showing the constellation of the stars in their perfect position at any chosen time. The first one of these Zeiss Planetarium Projectors was demonstrated in Munich at the opening of the Technical Museum and today there are still only very few in operation.

A visit to the Adler Planetarium is certainly advisable and of interest to everyone and it will more closely familiarize us with the universe of which we are a part and will make us realize the tremendous cosmic mechanism. We follow the road going south and arrive next at

King Solomon's Temple (25c—Children 10c)

The archaeologist and bible student, John Wesley Kelchner, has for the last 30 years devoted his studies to the restoration of King Solomon's Temple and Citadel which was destroyed about 2600 years ago and of which no excavations exist. In this exhibit Dr. Kelchner renders in pictures and in a model, accurate to the minutest detail, the general ornamental scheme revealed by the biblical story, the only resource for his work. The architect, Harvey Wiley Corbett, assisted Dr. Kelchner in his work, and many artists contributed to this exhibit by their paintings. At the right of King Solomon's Temple is the entrance to

Jantzen Beach (Free)

a popular and ideal place for water sports sponsored by the makers of the famous Jantzen swimming suits. We now approach the

German-American Building (Free)

Two restaurants occupy the main part of this building. A cafeteria on the second floor facing the lake shore and the "Rathskeller" on the main floor, a beer restaurant. On the second floor we find a few exhibits from Germany showing the technical progress of that country and wood carvings from the Alps. A number of stands sell novelties and souvenirs. On the second floor, in connection with the restaurant, is a dance floor which is open to the lake breeze.

Dairy Building (Free)

Architect, Edward H. Bennett & Arthur Brown, Jr. Cost, \$80,000. Area, 15,000 square feet; width, 115 feet; length, 140 feet; height, 48 feet (tower 76 feet). Material, gypsum board and plaster board. Colors, white and silver.

This building is one of the outstanding structures of the Fair. The architectural aspect and the interior arrangement give a well balanced impression to the visitor. First we enter a spacious hall, where on an unusually large screen, pictures are shown which remind of the thousands of years old dependence of man on the cow;



between the pictures, a symphony of variable colors is projected against the screen which are created by the so-called "Color Organ"—an ultra modern expression of abstract color painting.

In the following halls we find the educational exhibit of the history of milk products, the scientific explanation of the making of milk in the body of the cow and the evolution of the dairy industry. The point of the modern sanitary treatment in the production of the milk is emphasized on several stands. The last room contains a collection of posters and advertising literature about milk and milk products, gathered in America and various countries abroad.

Agricultural Building (Free)

Architect, Arthur Brown, Jr., and Edward H. Bennett. Cost, \$205,000. Gross area, 95,115 square feet; width, 140 feet; length, 658 feet; height, 45 feet. Material, steel frame, plaster board walls and small amount of plywood. Colors: roof, silver; east side, blue, black, red, white; interior, ceiling aluminum, partly sulphur yellow, orange, redbrown; pillars blue and purple.

We enter the Agricultural Building at the north entrance and find ourselves in a spacious hall where the International Harvester Company and the McCormick-Deering Works maintain a large exhibit. Dioramas tell the history of the first reaper built by Cyrus Hall McCormick and the evolution of the harvesting machines. On several small moving picture screens the use of modern harvesting machines is demonstrated. A great number of very modern agricultural machines are exhibited; among them are: the Harvester Thresher which cuts, threshes and cleans the grain from 40 to 50 acres per day and enables two men to do more and better work in two hours than they could do in three months by hand labor methods of a century ago; the Cotton Picker as built by the McCormick-Deering Farmall Company and several trucks, tractors and motors for agricultural use; a Two-Row Corn Picker from the same company and the Four-Row Cultivator (in motion); models of grain harvesting machines as used from the years 1750 to 1890; dioramas showing the cultivation and production of corn and wheat, the harvesting of grain and cotton.

We leave this great hall and walk south where we first see the stand of the National Biscuit Company with a model of a bakery and the display of their products. A very beautiful light fountain announces the Coca Cola Company, a unit of their plant with bottling machines shows the mechanical agencies of this industry.

Next we see the stand of Fred H. Amend Company, Danville, Illinois, candy manufacturers; Kerr Glass Manufacturing Company, fruit jars and caps; Burpee Can Sealers for home canning; Straub's lake shore honey; Westco can openers; Republic of Costa Rica—Coffee Garden.

The National Sugar Refining Company (Jack Frost) of New Jersey shows the process of manufacturing and refining sugar in pictures and a model of their factory; samples of the intermediate stages of sugar are on display. Morton Salt Company picture their slogan "When it rains it pours" with artificial rain and explains how their table salt is procured. A large exhibit of the General Foods Company shows the various products of this company such as cereals, coffee, jello, Sanca coffee and others.

The Atlas Brewing Company have an interesting model of their up-to-date factory on display and serve their Atlas Special Brew in a room, the main wall of which is decorated with a mural representing the harvest of barley and hops in Bohemia. The next stands are occupied by the Kalamazoo Vegetable Parchment Company and the Associated Cooperage Company.

The spacious exhibit of the Fleischmann Yeast Company and the Standard Brands, Inc., decorated with murals showing the evolution of baking are next. A revolving map of the United States and dioramas show the production and shipment of their products in the past and at the present time.

On a small stand the products of Costa Rica are on exhibit; especially wood carvings, leather ware and textiles are on sale.

Under the supervision of the United States Department of Agriculture and sponsored by the Institute of American Meat Packers, the National Association of Retail Meat Dealers, the National Live Stock and Meat Board and 26 Stock Yard companies, there is a large exhibit of meat and meat products and of the by-products of the meat industry.

The Stewart & Ashby Coffee Company have their stand decorated with a modernistic fresco showing the growing and shipping of coffee. This company operates a machine on their stand which automatically, in a sanitary way, fills tea balls. M. R. Henry, exhibit their devices for dressing vegetables under their brand name "Kitcheneed."

Heinz have built a very elaborate exhibit in the center of the hall where the 57 varieties of their products are on display; in the wings of the stand are repro-

ductions of kitchens of various nations and a reproduction of the American kitchen is shown as it looked in its different stages during the last century.

On the next stand we find an exhibit of Diesel and gasoline engines and of wind mills by the Stover Manufacturing and Engine Company at Freeport, Ill., and of Wico Magnetos by the Wico Electric Company.

In the lounge furnished by the Prairie Farmer (WLS) is an exhibit of rare books about food which were loaned by Dr. A. W. Biting and Mr. Dommers J. Vehling. The next stands are occupied by Ball Bros.—glass fruit jars; Julia Kings salted nuts and candies; Chris Hansen Laboratories, Inc.—demonstrating junket for making desserts; National Cooker Company—pressure cooker.

The makers of the famous Kraft Cheese demonstrate in a factory unit the making of mayonnaise. Libby's are giving a lecture by means of dioramas, transparent glass paintings and motion pictures on a globe showing the sources of their various canned products in different parts of the world. We pass the stand of the Container Corporation of America and visit the exhibit where the Quaker Oats Company are showing a unit of their cereal factory and serve "Aunt Jemima" pancakes and "Scotch Scones."

The following exhibits are by: Durkee—Oleomargarine; The Glidden Company—paint; The V. D. Anderson Company—oil mill machinery; Allied Mills, Inc.—oil.

Now we enter the next room where the University of Illinois has put up a very instructive and large exhibit. Statistical figures and changing pictures make one familiar with the following subjects: Beef, cattle, swine, poultry, dairy, horticulture, home economics, soy beans, corn, soils. A large map pictures the agriculture of Illinois. A plastic map shows the evolution of Edgewood Farm, giving its stages from the years 1833, 1893 and 1933. A mural by Biddle symbolizes agriculture. We now leave the Agricultural Building and see to our right, near the lagoon, a restaurant called

Miller High Life Fish Bar

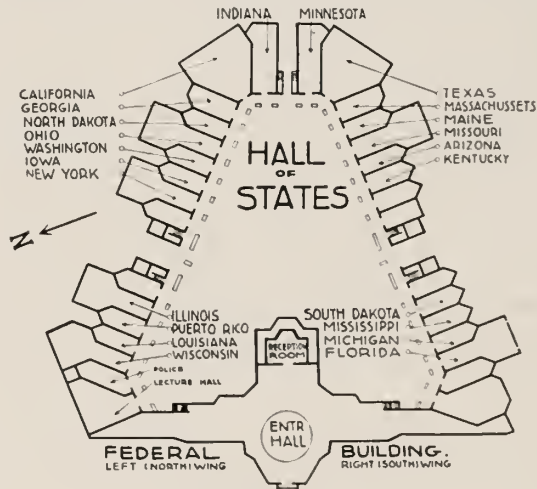
specializing in Sea Foods. The next building we enter is the unit of the

Federal Building and the Hall of States (Free)

FEDERAL BUILDING—(Architect, Edward H. Bennett. Cost, \$300,000. Area, 60,000 square feet; width, 250 feet; length, 700 feet; height, dome 76 feet, pylons 150 feet. Colors: outside, foundation white, walls blue, dome gold, pylons gold and white; the figurative plastics on the outside of this building represent the three branches of government—Administrative, Legislative, Judicial, and were sculptured by Raoul Jossset, John Storrs and Lorado Taft.)



HALL OF STATES—(Architect, Arthur Brown, Jr., and Edward H. Bennett. Cost, \$360,000. Area, 175,000 square feet; width, 800 feet; length, 800 feet; height, 65 feet. Colors, walls white, entrances to the state exhibits in the various colors of the States.)

This triangular unit consists of the front edifice (Federal Building) which is divided by a center dome into a north and south wing and the adjoining building in the back (Hall of States) which represents the two back wings of the triangular unit and which frames the spacious court in the center.



Federal Building

We first walk through the impressive center tract of this building with its beautiful frescos and visit the few rooms situated in the front. There we find



the exhibit of the Smithsonian Institution which familiarizes us with the great field of research work accomplished by this Institution; further we see the exhibit of the Department of Justice and the Library of Congress.

A small room is devoted to the narcotics which are prohibited in America and it is even shown how the smugglers hide their goods. Further we visit the exhibit of the Federal Printing Press, a small stand for aeronautic research, the stand for the veteran pensions and an interesting exhibit of the Panama Canal Zone.

On the left side of the entrance is a small but very beautifully furnished office of the Manager of the Building which is interesting to look at. The murals in this room are by Carl Hollem—Chicago.

Opposite the main entrance we find a large reception room. Several furniture, rug and glass manufacturing concerns have contributed to the interior furnishing of this room which reflects a comfortable atmosphere.

On the lower floor of the center tract (half a story below the upper floor) dioramas and pictures show the development of the mail service and a clearly outlined map shows the speed of travel at various periods. A large electrically regulated map is devoted to the diplomatic service of the United States.

North Wing of the Federal Building

Here we find an exhibit devoted to the geography of the United States. Some very well done dioramas show the beauty of the National Parks; the Virgin Islands and Hawaii have their own exhibits. Especially interesting is the display of Indian pottery, particularly from Northern Arizona and New Mexico and the textiles of the Navajo Indians.

The largest portion of the north wing is devoted to American Agriculture and the scientific research work in this connection is emphasized. We find exhibits of the experimental states for insect pests—chemistry of soils—geological survey—agricultural economics—economic research—services in markets—services for farmers—public road division—agricultural engineering—plant quarantine—live stock—home economics—meteorological service—dairying—general land office.

The Bureau of Reclamation exhibits a very interestingly operated model of the projected Boulder Dam and Power Plant on the Colorado River in Arizona.

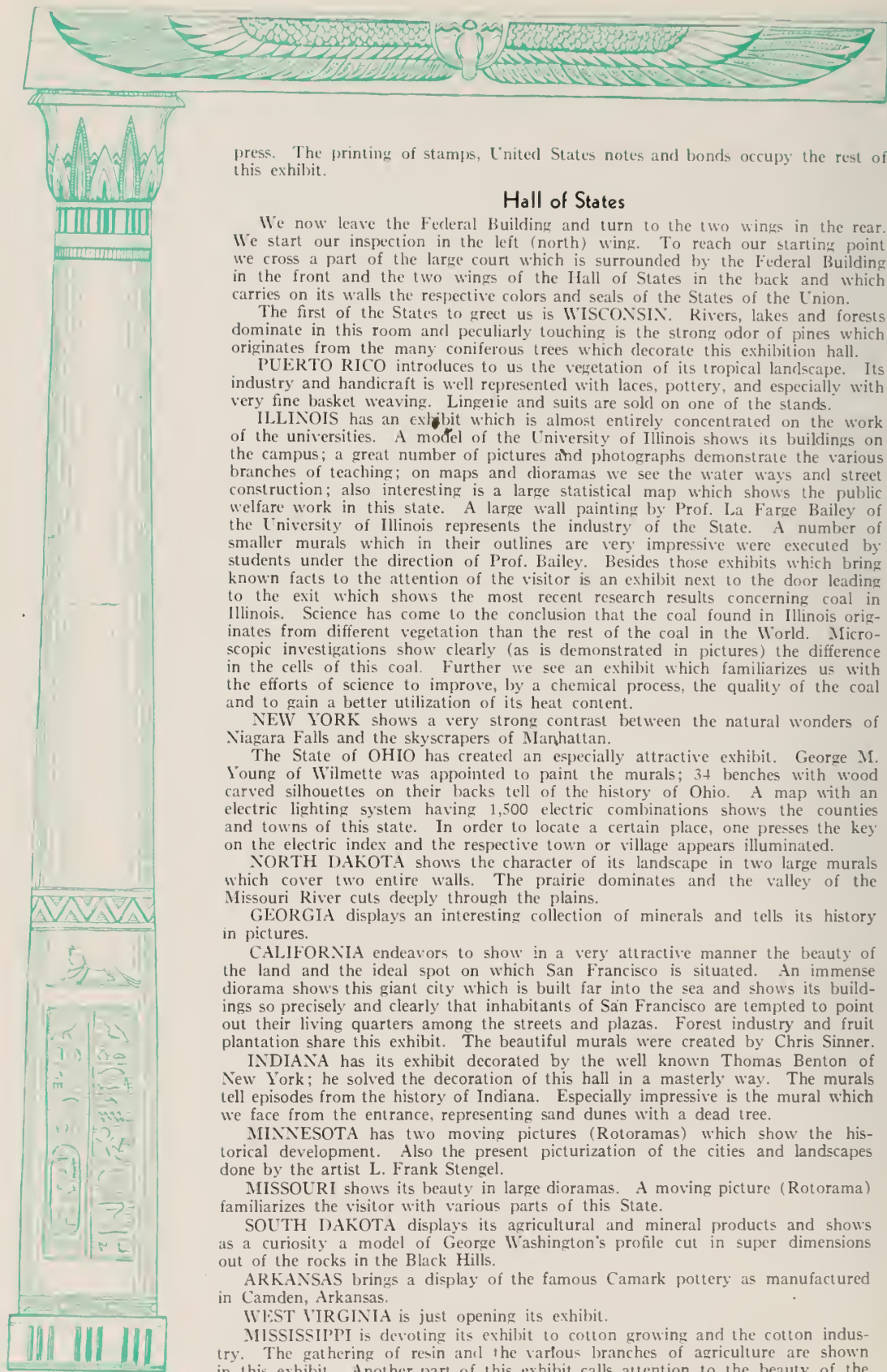
In this wing is also a small exhibit of the Columbia Institution for the Deaf. At the end of this wing we find an impressive transparency by Louis Bromberg showing the striving of man toward the light (transparent silk painted with anilin colors).

South Wing of the Federal Building

The tremendous expansion of American commerce and the wide area of transportation in this country are shown here in dioramas, pictures and maps. The frescos which decorate this hall were done by Capolino. Inland navigation with its numerous water ways, the American transoceanic traffic and further, the United States Navy are being made clear. Interesting models of American war ships, guns, torpedos and submarines create much excitement especially among the youth. The construction of the lighthouse system with changing colored lights is shown on a special stand. The State Department for fishing, mining and census have their own interesting exhibits. Also worth seeing is the stand with the exhibited objects by the Patent Office where models of historical patents of famous American inventions are on display. We further see a stand devoted to the first aid when accidents occur. The stand of the Bureau of the Census demonstrates on a machine the increasing and decreasing elements of the population with ingenious lighting devices—the occurrence of a birth every 14 seconds, of a death every 23 seconds, of the arrival of an immigrant every 14 minutes and the departure of an emigrant every five minutes, showing a net gain of one person every 37 seconds. A counter on top of this machine gives the estimated population of the United States with 125½ million people.

The south end of this wing contains the stand of an interesting apparatus demonstrating the atmospheric resistance and pressure on moving automobiles. This experiment shows in a very clear way the considerably less effort of those automobiles which are built on the stream line design in comparison with those built on the old principles. A map shows two different air resistance curves for the explanation of this experiment.

An interesting exhibit in the back part of this wing deals with the Public Health Service, pictures, dioramas and models enlighten one about contagious diseases, such as diphtheria, lepra, malaria, and the proportion of casualties by arms and diseases in the various wars which have been fought by the U. S. Army, explaining that the World War was the first war in which death by arms exceeded death by disease. The Bureau of Engraving and Printing exhibits the first coin press used in the United States and for comparison a model of a modern coining



press. The printing of stamps, United States notes and bonds occupy the rest of this exhibit.

Hall of States

We now leave the Federal Building and turn to the two wings in the rear. We start our inspection in the left (north) wing. To reach our starting point we cross a part of the large court which is surrounded by the Federal Building in the front and the two wings of the Hall of States in the back and which carries on its walls the respective colors and seals of the States of the Union.

The first of the States to greet us is WISCONSIN. Rivers, lakes and forests dominate in this room and peculiarly touching is the strong odor of pines which originates from the many coniferous trees which decorate this exhibition hall.

PUERTO RICO introduces to us the vegetation of its tropical landscape. Its industry and handicraft is well represented with laces, pottery, and especially with very fine basket weaving. Lingerie and suits are sold on one of the stands.

ILLINOIS has an exhibit which is almost entirely concentrated on the work of the universities. A model of the University of Illinois shows its buildings on the campus; a great number of pictures and photographs demonstrate the various branches of teaching; on maps and dioramas we see the water ways and street construction; also interesting is a large statistical map which shows the public welfare work in this state. A large wall painting by Prof. La Farge Bailey of the University of Illinois represents the industry of the State. A number of smaller murals which in their outlines are very impressive were executed by students under the direction of Prof. Bailey. Besides those exhibits which bring known facts to the attention of the visitor is an exhibit next to the door leading to the exit which shows the most recent research results concerning coal in Illinois. Science has come to the conclusion that the coal found in Illinois originates from different vegetation than the rest of the coal in the World. Microscopic investigations show clearly (as is demonstrated in pictures) the difference in the cells of this coal. Further we see an exhibit which familiarizes us with the efforts of science to improve, by a chemical process, the quality of the coal and to gain a better utilization of its heat content.

NEW YORK shows a very strong contrast between the natural wonders of Niagara Falls and the skyscrapers of Manhattan.

The State of OHIO has created an especially attractive exhibit. George M. Young of Wilmette was appointed to paint the murals; 34 benches with wood carved silhouettes on their backs tell of the history of Ohio. A map with an electric lighting system having 1,500 electric combinations shows the counties and towns of this state. In order to locate a certain place, one presses the key on the electric index and the respective town or village appears illuminated.

NORTH DAKOTA shows the character of its landscape in two large murals which cover two entire walls. The prairie dominates and the valley of the Missouri River cuts deeply through the plains.

GEORGIA displays an interesting collection of minerals and tells its history in pictures.

CALIFORNIA endeavors to show in a very attractive manner the beauty of the land and the ideal spot on which San Francisco is situated. An immense diorama shows this giant city which is built far into the sea and shows its buildings so precisely and clearly that inhabitants of San Francisco are tempted to point out their living quarters among the streets and plazas. Forest industry and fruit plantation share this exhibit. The beautiful murals were created by Chris Sinner.

INDIANA has its exhibit decorated by the well known Thomas Benton of New York; he solved the decoration of this hall in a masterly way. The murals tell episodes from the history of Indiana. Especially impressive is the mural which we face from the entrance, representing sand dunes with a dead tree.

MINNESOTA has two moving pictures (Rotoramas) which show the historical development. Also the present picturization of the cities and landscapes done by the artist L. Frank Stengel.

MISSOURI shows its beauty in large dioramas. A moving picture (Rotorama) familiarizes the visitor with various parts of this State.

SOUTH DAKOTA displays its agricultural and mineral products and shows as a curiosity a model of George Washington's profile cut in super dimensions out of the rocks in the Black Hills.

ARKANSAS brings a display of the famous Camark pottery as manufactured in Camden, Arkansas.

WEST VIRGINIA is just opening its exhibit.

MISSISSIPPI is devoting its exhibit to cotton growing and the cotton industry. The gathering of resin and the various branches of agriculture are shown in this exhibit. Another part of this exhibit calls attention to the beauty of the

landscape—field and stream—and draws the attention of tourists to this State. Murals adorn the walls.

MICHIGAN introduces with a harmonious exhibit its industry and the charm of its landscape. Pictures by the following artists decorate the walls: Bennett, Paul Honore, Z. Sepesky, V. Boron, Hunter Griffith, Leon Makielski, Walter Speck, Ray Gamble. The rear part of this exhibit consists of a transplanted forest with a real waterfall.

COLORADO familiarizes us through motion pictures and an illustrated map with the beauties of the State.

FLORIDA has an impressive exhibit, emphasized by indirect lighting effects and the semi-tropical architecture, creating the typically characteristic atmosphere of this state. Adjoining is a tropical garden.

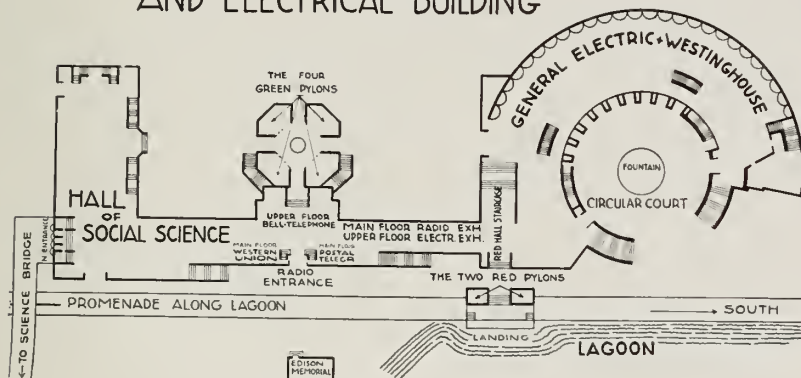
Schlitz Cafe

is passed on our way south to the Hall of Social Science, leaving behind us at our left the Boy Scout Camp.

Directly connected with the Hall of Social Science is the Electrical Building. Originally it was planned to use this entire group of buildings for electrical exhibits. But before the opening of the World's Fair it was decided to use the northern building for the exhibit of the Social Sciences. For this reason the plastics at the north and northwest entrances to this building do not harmonize with the exhibited objects but refer to the electrical exhibits located in the southern buildings of this group.

We ascend the outer staircase and enter the main building through the doors of the upper floor.

SOCIAL SCIENCE BUILDING AND ELECTRICAL BUILDING



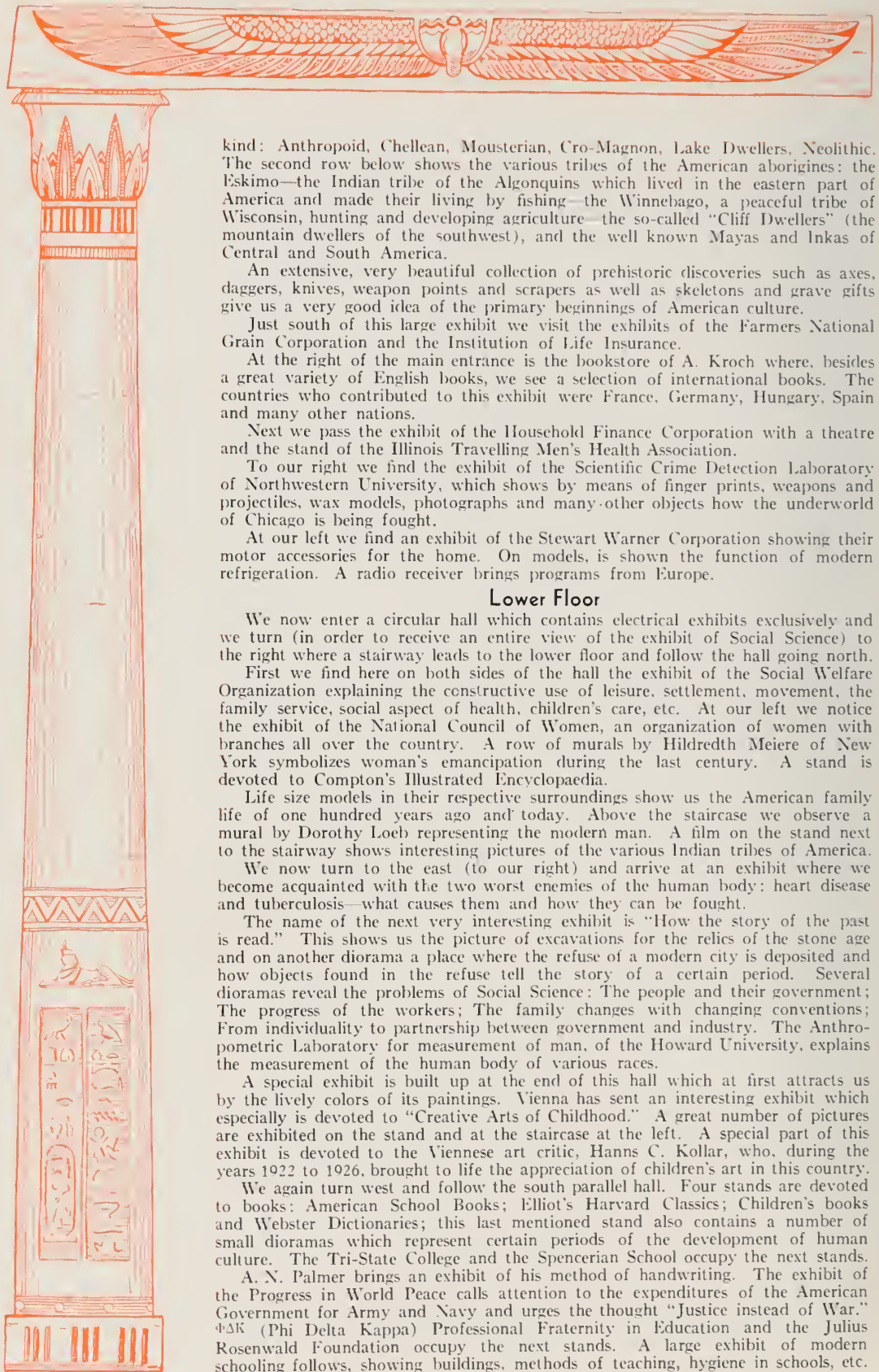
Hall of Social Science and Electrical Building (Free)

(Architect, Raymond Hood. Cost, \$826,000. Area, 238,079 square feet; width, 300 feet; length, 98 feet; height, Great Hall 71 feet, Wings 30 feet. Material, steel frame, gypsum board walls, and miscellaneous plaster and wood work. Colors, west exterior, green, yellow, black, red. The plastics above the north entrance to the Hall of Social Science represent the four basic elements and were done by Leo Friedlander, the plastics above the northwest entrance to the building symbolize the use of electricity: X-ray, television, lectures, news, advertising—SOS. The four green pylons in the center of the group were designed by Gaston La Chaise. The plastic over the west entrance to the next building, the Communication Hall (opposite the Edison Memorial) were created by Alfonso Ianelli and represent the Conquest of Time and Space by Radio; the yellow plastics on the red pylons guarding the boat landing gate represent the enlightening of the human brain by heavenly light and were designed by Lee Lawrie. The plastics in the semi-circle court in which the fountain is playing symbolize Light and Energy, designed by Utric H. Ellerhusen.)

Hall of Social Science—Upper Floor

At our left we see first the exhibit of the Geographic Society of Chicago where a beautiful collection of old maps is shown.

Adjoining, we find a large, most interesting exhibit of the Beloit College in connection with the Logan Museum. We especially observe the murals by J. W. Norton: the six pictures in the upper row show the development of the human race from its very first beginnings (approximately 300,000 years ago) to the stone age and reveal the following cultures from this period of the evolution of man—



kind: Anthropoid, Chellean, Mousterian, Cro-Magnon, Lake Dwellers, Neolithic. The second row below shows the various tribes of the American aborigines: the Eskimo—the Indian tribe of the Algonquins which lived in the eastern part of America and made their living by fishing—the Winnebago, a peaceful tribe of Wisconsin, hunting and developing agriculture—the so-called “Cliff Dwellers” (the mountain dwellers of the southwest), and the well known Mayas and Inkas of Central and South America.

An extensive, very beautiful collection of prehistoric discoveries such as axes, daggers, knives, weapon points and scrapers as well as skeletons and grave gifts give us a very good idea of the primary beginnings of American culture.

Just south of this large exhibit we visit the exhibits of the Farmers National Grain Corporation and the Institution of Life Insurance.

At the right of the main entrance is the bookstore of A. Kroch where, besides a great variety of English books, we see a selection of international books. The countries who contributed to this exhibit were France, Germany, Hungary, Spain and many other nations.

Next we pass the exhibit of the Household Finance Corporation with a theatre and the stand of the Illinois Travelling Men's Health Association.

To our right we find the exhibit of the Scientific Crime Detection Laboratory of Northwestern University, which shows by means of finger prints, weapons and projectiles, wax models, photographs and many other objects how the underworld of Chicago is being fought.

At our left we find an exhibit of the Stewart Warner Corporation showing their motor accessories for the home. On models, is shown the function of modern refrigeration. A radio receiver brings programs from Europe.

Lower Floor

We now enter a circular hall which contains electrical exhibits exclusively and we turn (in order to receive an entire view of the exhibit of Social Science) to the right where a stairway leads to the lower floor and follow the hall going north.

First we find here on both sides of the hall the exhibit of the Social Welfare Organization explaining the constructive use of leisure, settlement, movement, the family service, social aspect of health, children's care, etc. At our left we notice the exhibit of the National Council of Women, an organization of women with branches all over the country. A row of murals by Hildredth Meiere of New York symbolizes woman's emancipation during the last century. A stand is devoted to Compton's Illustrated Encyclopaedia.

Life size models in their respective surroundings show us the American family life of one hundred years ago and today. Above the staircase we observe a mural by Dorothy Loeb representing the modern man. A film on the stand next to the stairway shows interesting pictures of the various Indian tribes of America.


We now turn to the east (to our right) and arrive at an exhibit where we become acquainted with the two worst enemies of the human body: heart disease and tuberculosis—what causes them and how they can be fought.

The name of the next very interesting exhibit is “How the story of the past is read.” This shows us the picture of excavations for the relics of the stone age and on another diorama a place where the refuse of a modern city is deposited and how objects found in the refuse tell the story of a certain period. Several dioramas reveal the problems of Social Science: The people and their government; The progress of the workers; The family changes with changing conventions; From individuality to partnership between government and industry. The Anthropometric Laboratory for measurement of man, of the Howard University, explains the measurement of the human body of various races.

A special exhibit is built up at the end of this hall which at first attracts us by the lively colors of its paintings. Vienna has sent an interesting exhibit which especially is devoted to “Creative Arts of Childhood.” A great number of pictures are exhibited on the stand and at the staircase at the left. A special part of this exhibit is devoted to the Viennese art critic, Hanns C. Kollar, who, during the years 1922 to 1926, brought to life the appreciation of children's art in this country.

We again turn west and follow the south parallel hall. Four stands are devoted to books: American School Books; Elliot's Harvard Classics; Children's books and Webster Dictionaries; this last mentioned stand also contains a number of small dioramas which represent certain periods of the development of human culture. The Tri-State College and the Spencerian School occupy the next stands.

A. N. Palmer brings an exhibit of his method of handwriting. The exhibit of the Progress in World Peace calls attention to the expenditures of the American Government for Army and Navy and urges the thought “Justice instead of War.” ΦΔΚ (Phi Delta Kappa) Professional Fraternity in Education and the Julius Rosenwald Foundation occupy the next stands. A large exhibit of modern schooling follows, showing buildings, methods of teaching, hygiene in schools, etc.



Ground Floor—Electrical Building

We now leave this building, inspect the model of the Columbus Memorial Light (to be erected in the Dominican Republic), and walk south to the Communication Hall entrance. In front of this entrance is the Edison Memorial. A small but well balanced exposition tells the story of Thomas A. Edison's work. A number of pictures, models and pieces of furniture are on exhibit in connection with the accomplishments of this great inventor.

Before we take a look at any of the exhibits we walk through the circular exhibition hall and arrive in the court situated to the east, which is surrounded by the four green pylons. In the center of this court we see a water basin. Around the court are small exhibits of the Bell Telephone Company, the Western Union and the International Telegraph Company.

Now we begin our systematic tour through the electrical exhibits. The hall into which we just returned contains the exhibits of the two well known American telegraph concerns: The Postal Telegraph Company and the Western Union. Here we see the most modern apparatus and equipment in their line.

As we walk in a southern direction we next find the exhibits of the RCA (Radio Corporation of America), the National Broadcasting Corporation and the Victor Radio Corporation. A great number of the very latest models of radios and phonographs are shown and the famous color organ of which we have already seen an example in the Dairy Building. The Radio Marine Corporation demonstrates the connection between ships by means of radio and its necessity for the saving of life at sea.

In a very interesting exhibit we see next the manufacture of radio tubes which are inspected by experienced workers in a small factory unit. An interesting exhibit shows how a radio set works. The electric current is made visible on an especially constructed device and we see hereby the transmittance of sound through the Radio. Also the transmission of pictures by telegraph is demonstrated in a very interesting manner. The RCA Communication, Inc., familiarizes the visitor with their wireless net around the entire globe.

The Hoover Vacuum Cleaner Company demonstrates various experiments with their apparatus in order to prove its quality. Next we see the automatic toaster called "Toast Master," and refrigerators of the Norge Refrigeration Company. Electric rubber insulation and other rubber products are exhibited by Van Cleef Bros. Near the exit to the court is the exhibit of "Kochfix" by the Kochfix Company showing pressure pots for short way cooking.

We are at the south end of the center hall of Communication Hall and before us we find the large circular court of the Electrical Building where in the center an electrically illuminated fountain is fantastically playing. The semi-circular building which surrounds the court is especially at night a beautiful sight and the lighting effects in this court certainly count to the most attractive features of the Fair.

In the semi-circle section of the building facing the court are the following exhibits: Kelvinator and Leonard refrigerators, Hammond Card Tables with automatic mixing device and Singer Sewing Machines. We enter this section and begin our tour through the inside of the building.

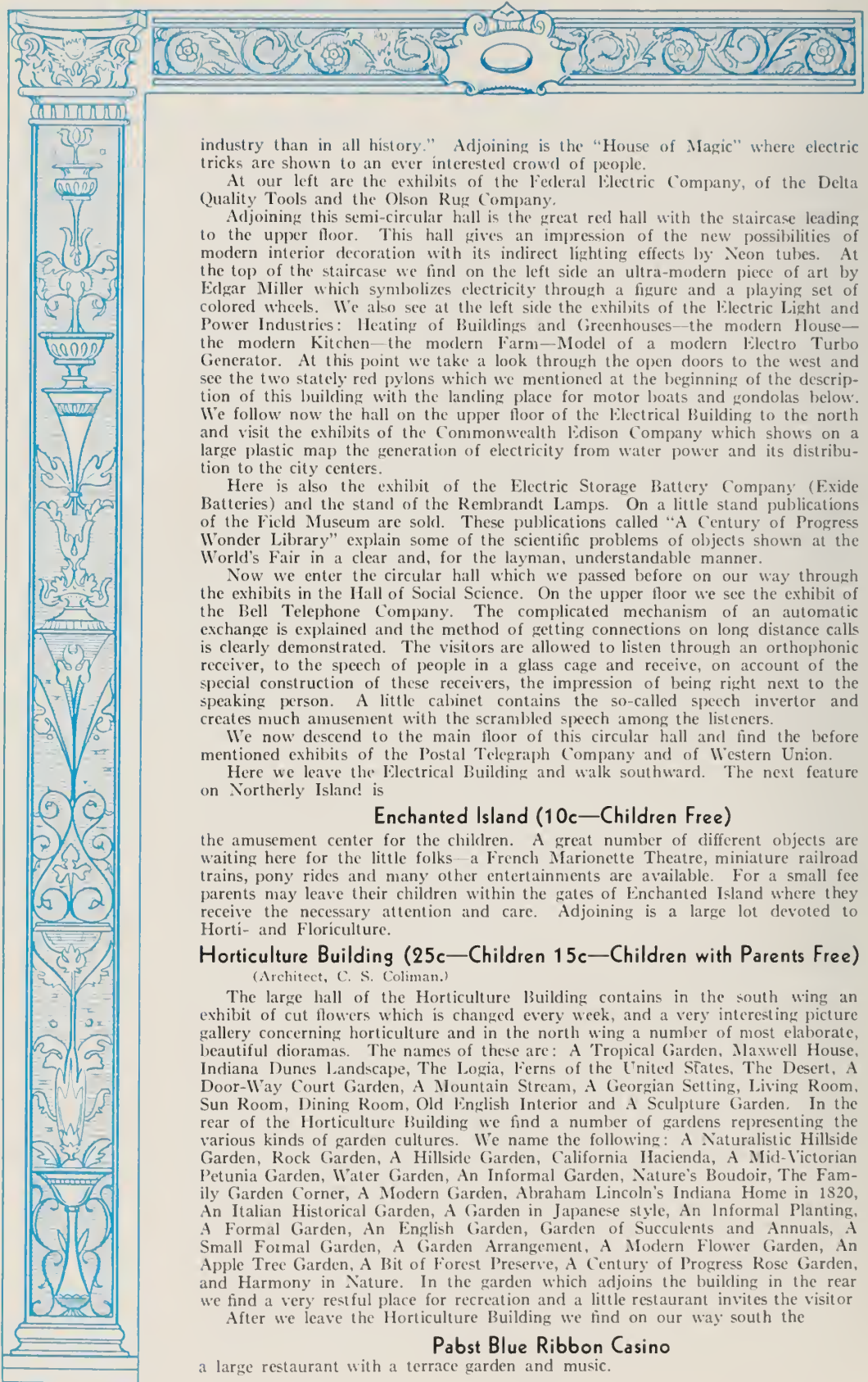
First we see the exhibit of the German firm F. E. Bosch-Duesseldorf who are baking on their new electric baking equipment, specialties such as delicious sausages in the blanket and a new kind of wafer.

Now we arrive at the tremendous exhibit of the Westinghouse Electric Company where we see the latest electric locomotives and a variety of machines from the smallest automatic control devices to immense turbines: Power from Oil; Safety in Mills and Mines; Evolution in Motors; Rotor of 110,000 H.P. steam turbine and lighting fixtures.

At the left side are the exhibits of the Coyne Electric and Radio School, Conover Electric Dishwasher, Altdorfer ABC Washers and Ironers, Century Electric Co.—1/250 to 600 H.P. Motors, Sangamon Electric Motors, Sunbeam Electric Appliances for the home, Curtiss Lighting—X-rays and Reflectors.

The hall is beautifully decorated. In the Westinghouse section is a system of half discs on the outer circular wall indirectly lighted. In the adjoining General Electric section are large red columns against black backgrounds on which is shown the development of the electric industry in murals by C. B. Falls. The semi-circle hall has one of the most impressive interiors of the entire World's Fair.

The General Electric Company show their electrical machines and apparatus in a beautifully arranged exhibit. Here we see the wide range of their products from the electric kitchen stove to the model of a large high speed locomotive. This exhibit proves their slogan of Steinmetz "There is more romance in modern



industry than in all history." Adjoining is the "House of Magic" where electric tricks are shown to an ever interested crowd of people.

At our left are the exhibits of the Federal Electric Company, of the Delta Quality Tools and the Olson Rug Company.

Adjoining this semi-circular hall is the great red hall with the staircase leading to the upper floor. This hall gives an impression of the new possibilities of modern interior decoration with its indirect lighting effects by Neon tubes. At the top of the staircase we find on the left side an ultra-modern piece of art by Edgar Miller which symbolizes electricity through a figure and a playing set of colored wheels. We also see at the left side the exhibits of the Electric Light and Power Industries: Heating of Buildings and Greenhouses—the modern House—the modern Kitchen—the modern Farm—Model of a modern Electro Turbo Generator. At this point we take a look through the open doors to the west and see the two stately red pylons which we mentioned at the beginning of the description of this building with the landing place for motor boats and gondolas below. We follow now the hall on the upper floor of the Electrical Building to the north and visit the exhibits of the Commonwealth Edison Company which shows on a large plastic map the generation of electricity from water power and its distribution to the city centers.

Here is also the exhibit of the Electric Storage Battery Company (Exide Batteries) and the stand of the Rembrandt Lamps. On a little stand publications of the Field Museum are sold. These publications called "A Century of Progress Wonder Library" explain some of the scientific problems of objects shown at the World's Fair in a clear and, for the layman, understandable manner.

Now we enter the circular hall which we passed before on our way through the exhibits in the Hall of Social Science. On the upper floor we see the exhibit of the Bell Telephone Company. The complicated mechanism of an automatic exchange is explained and the method of getting connections on long distance calls is clearly demonstrated. The visitors are allowed to listen through an orthophonic receiver, to the speech of people in a glass cage and receive, on account of the special construction of these receivers, the impression of being right next to the speaking person. A little cabinet contains the so-called speech inverter and creates much amusement with the scrambled speech among the listeners.

We now descend to the main floor of this circular hall and find the before mentioned exhibits of the Postal Telegraph Company and of Western Union.

Here we leave the Electrical Building and walk southward. The next feature on Northerly Island is

Enchanted Island (10c—Children Free)

the amusement center for the children. A great number of different objects are waiting here for the little folks—a French Marionette Theatre, miniature railroad trains, pony rides and many other entertainments are available. For a small fee parents may leave their children within the gates of Enchanted Island where they receive the necessary attention and care. Adjoining is a large lot devoted to Horti- and Floriculture.

Horticulture Building (25c—Children 15c—Children with Parents Free)

(Architect, C. S. Coliman.)

The large hall of the Horticulture Building contains in the south wing an exhibit of cut flowers which is changed every week, and a very interesting picture gallery concerning horticulture and in the north wing a number of most elaborate, beautiful dioramas. The names of these are: A Tropical Garden, Maxwell House, Indiana Dunes Landscape, The Logia, Ferns of the United States, The Desert, A Door-Way Court Garden, A Mountain Stream, A Georgian Setting, Living Room, Sun Room, Dining Room, Old English Interior and A Sculpture Garden. In the rear of the Horticulture Building we find a number of gardens representing the various kinds of garden cultures. We name the following: A Naturalistic Hillside Garden, Rock Garden, A Hillside Garden, California Hacienda, A Mid-Victorian Petunia Garden, Water Garden, An Informal Garden, Nature's Boudoir, The Family Garden Corner, A Modern Garden, Abraham Lincoln's Indiana Home in 1820, An Italian Historical Garden, A Garden in Japanese style, An Informal Planting, A Formal Garden, An English Garden, Garden of Succulents and Annuals, A Small Formal Garden, A Garden Arrangement, A Modern Flower Garden, An Apple Tree Garden, A Bit of Forest Preserve, A Century of Progress Rose Garden, and Harmony in Nature. In the garden which adjoins the building in the rear we find a very restful place for recreation and a little restaurant invites the visitor

After we leave the Horticulture Building we find on our way south the

Pabst Blue Ribbon Casino

a large restaurant with a terrace garden and music.



Egyptian Temple (Free)

At our left we see next the exhibit of Egypt. The reproductions of old statues and furniture are of great interest especially on account of the excavations of recent years. A bazaar is held where modern Egyptian handicraft and a variety of other articles are sold. Again on the left we find the next exhibit group—

Hollywood (40c—Children 20c)

Around a court we notice buildings of different periods and styles where motion pictures are made at certain times of the day and the public is invited to see the process of their making. Chamber music concerts are given in an auditorium; radio transmissions take place in another one. Various kinds of entertainments are always awaiting the visitor, and if one is real lucky he will have the opportunity of meeting one of the famous stars of the movies. Adjoining the Hollywood Group is a moving picture theatre called

Spoor's Spectaculum (10c—Children with Parents Free)

On a screen of super dimensions is shown the great wonder of nature in America—"The Niagara Falls." The visitor receives in this show the impression of a three-dimensional vision on account of a special kind of modern apparatus used.

We are now at the south end of Northerly Island and see the pier with boats advertising sightseeing trips; here we also have an opportunity to get boat connection to Michigan Avenue Bridge. At times when she is not on a cruise the "Bluenose," winner of many Atlantic races, is anchored at this spot.

We now walk over the circular bridge to the mainland. This bridge is also called the Venetian Bridge on account of the stores on either side which is the typical feature of the Rialto Bridge in Venice.

After crossing the lagoon over the Venetian Bridge we pass at our right a place where Maxwell House Coffee and Mayflower Doughnuts are served; at our left we are attracted by the funnels of a steamer indicating that we are at the entrance to the Streets of Paris. Before we enter this place of amusement and attractions we step a little way forward to the building containing the

Infant Incubators (25c)

Here the public is invited to see tiny human creatures under special hospital care. So helpless and small are they that one would never believe that they could ever become full grown men or women. Now we turn to the entrance of the

Streets of Paris (25c)

which gives us the impression of boarding an ocean liner. Right after we cross the bridge connecting land with boat and passing through a small reception room we find ourselves in the romantic and much talked about Quartier Latin of Paris. We really don't know where we should start our tour of adventures. The narrow streets with their stores and artists' studios, the cafes and varieties are crowded with people; here we hear an instrument accompanying the song of a troubadour, there the beginning of a show is announced, on the dance floor of a cafe we see a fencing tournier. Many different places of amusement are indicated by signs and gestures. We have ample opportunity to sit and spend a pleasant evening in the open where tables and chairs invite us.

Morocco (Free)


Just opposite the Streets of Paris, on the other side of Leif Eriksen Drive, is the exhibit of Morocco. Handicraft of the northern part of Africa, such as mother of pearl work, basket weaving, tapestry, brass ware and many other articles of the home industry of those provinces are on exhibit and sold by natives in their original costumes. In the adjoining restaurant specialties are served in oriental fashion, performances of oriental dancing are given which especially emphasize the atmosphere of this foreign exhibit.

In front of the Morocco exhibit we find a small exhibit of the French Line advertising the comfort on the famous Isle de France and journeys on various other French steamers. We walk south on Leif Eriksen Drive and arrive at

Picturesque Belgium (25c)

The outside of this village gives a very good impression of 16th Century architecture and we cannot withstand the temptation of entering. The gates of the village are guarded by Guards in original old costumes and we find after we enter, our expectations not only fulfilled but we are amazed at the perfect reproduction of the architecture which breezes the spirit of the 16th century. The bridge near the old mill, the church and the city hall are masterpieces and





show the skill of the builders of that old village. Many restaurants and bars invite us to rest and to leisurely look out of the little windows over the market place where old folk dances in pretty costumes are performed with laughter and much gayety typical of that country. Hundreds of people find room on the hilly streets leading to the plaza, who in doorways and on window sills watch the event. So thrilling and full of life is this market place that we forget time and surroundings and fully enjoy the atmosphere of this picturesque old village. Opposite is the open stage and garden of the

A & P Carnival (Free)

Here we have an opportunity to hear concerts by Harry Horlick's Gypsy Orchestra and to see stage shows, marionettes arranged by Tony Sarg, Gypsy dancing, etc., sponsored by the A & P chain store concern. Their products are exhibited in show windows surrounding the walks. Next is located

Old Heidelberg Inn

a popular eating place with German cookery, cooled "Rathskeller" and a veranda toward the lake shore. Old folk songs and new hits entertain the public in the spacious Hall and the Hungry Five add much to the amusement of the guests.

Opposite we see the

Alpine Gardens (Free)

a terraced rock garden with paths, shade trees and evergreens. From the upper terraces water cascades down to a lily pool at the bottom where goldfish disport themselves.

The Midway

Here we like to mention several of the outstanding amusement centers on the Midway.

HUNGARY (Free) has an exhibition of Hungarian Art and in connection with this a bazaar where Hungarian handicraft and souvenirs are sold. THE PANTHEON OF WAR (40c—children 15c) where thrilling scenes of the world war are shown. THE SPANISH PAVILION (Free) containing an exhibit of genuine tapestry and the paintings of famous artists—Goya, Tirpolo, Geronimo von Bosch, Ramon de Zubiaurre, Velasquez; the plastics in this exhibit are by Miguel Blay and others. The Spanish Pavilion is adjoined by a bazaar and the Cafe Miramare. THE ORIENTAL VILLAGE (Free) attracts with its exotic bazaar, camel rides for the children and with its unusual performances in a tremendous tent at the sea shore. This tent also houses The Oasis, a night club cafe. The attraction for all artists is GREENWICH VILLAGE ARTISTS' COLONY (Free) where a number of artists have their stands. Portraits of the visitors are done in any desired technique and pictures of the World's Fair are also drawn, painted and sold here. MIDGET VILLAGE (25c) with its restaurants, its stores and theatrical performances. It is populated by sixty Lilliputians who are busy around their tiny houses.

* * *

There are still many other places of attraction and amusement on the Midway, such as the Aeroplane Ride, Auto Scooter, Bozo, Lindy Loop, Rapids, Lion Motor Arena, the Cyclone Coaster, the Flying Turns, Alligator Show, Siamese Twins, Freaks, Beauty Queens, Strange Animals, Giant Pythons, the Whale, the Octopus, the Dance Ship, Battle of Gettysburg, Darkest Africa, Temple of Mystery, Funnies, Gorilla Villa, Havana Rhumba, Hey Dey, Laff in the Dark, Life, Mickey Mouse Circus, Miracle, Pirate Ship, Plantation Show, Real 2-Headed Baby, Seminole Indian Village, and Ripley's Believe It or Not, etc. However, here our space is limited and it will be interesting for the visitor to find out for himself what is to be seen and heard in this section of the Fair.



THIRD TRIP

We start our third trip through the Fair at the extreme south end. As usual, we enter at the north gates and board a Greyhound Bus which takes us through the entire exposition grounds within fifteen minutes. The buildings which we inspected during our first and second journey are now visible from the rear as the driveway runs along the extreme west boundary of the grounds.

We pass "The Midway"—the amusement center—and then we find ourselves on new ground, yet unexplored by us. Three large buildings are outstanding in this section of the Fair: the General Motors Building, the Chrysler Building and the Travel and Transport Building. Our bus takes us to the south gates at 38th street; here we get off and first visit the Ukrainian Pavilion.

Ukraine (Free)

A friendly log building which is typical of the southern part of Russia welcomes us. A bazaar fills the hall which we enter first. Here, not only the usual souvenirs but also handicraft of Russian style is sold. This front part of the building contains at its south end a remarkable exhibit. The famous artist Alexander Archipenko who was born in Kiew in 1887, studied in Moskau and later won his first fame in Paris, is represented here in a beautiful collection of his work consisting of paintings and plastics. Especially the latter receive much comment; they express the artist's conception of woman as the higher developed creature with closer relation to nature.

Among the textiles, dolls and the many other objects shown and sold in the hall through which we now return, we also see a piece of art which was created for the Fair with much patience by a political criminal, Ivan Verbuckey. Out of unpalatable bread and colored straw he made a very fine table top with an artistic design.

In back of the hall we descend a few steps to the restaurant which adjoins the exhibits. This is a very restful place where we find good food and lovely music. Just North of the Ukrainian Pavilion we find

Old Mexico

a typical Mexican restaurant with a large court where variety acts are staged and much temperament displayed. You may dance here in time to catchy Mexican music. Beautiful Senoritas in native costumes serve the food.

The Great Beyond (15c—Children 10c)

Here humoristic performances representing eternity are given.

Domestic Animal Show (10c—Children 5c)

On the left side is an exhibit of dogs, horses and cattle. The largest horse in the world (from France) and the largest cow in the world, a holy cow (from India) are the main attractions of this exhibit.

Poultry Show (Free)

An egg-laying contest is held by champion hens from twenty-eight states, Canada, and four other nations. In addition, there is an exhibition of specimen flocks of unusual varieties of domestic and wild, land and water fowl.

Days of '49 (10c)

This exhibit is not a show where the wild west is imitated, but it is a rare collection of historical objects from the old frontiers in the West, and the presence of real old Westerners, men who have really participated in the fights against outlaws and Indians. There is Capt. Jim Moore of Deadwood, S. D., and Col. J. H. Sullivan, called "Broncho John," the best gun fighter of the old days, and his son "Texas Jack" Sullivan who has been an intelligent pupil of his father and is the only one who is able to perform the very fast gun-plays which are known to the public only in stories. "Texas Jack" shows in his daily performances his "hammer-fanning," "hip-shot" and his famous "broncho reverse." These people and the buildings and streets within are real remembrances of the old West. Photographs of the old Westerners, some old stage coaches, covered wagons, an old gold mine, an old post office, church, gambling joint and saloons give an excellent impression of the old frontier days and a visit to this show should not be missed.



Goodyear Dirigibles (\$3.00)

From the Airport of the Goodyear Company right at the sea shore one may undertake an airship ride of about 15 to 20 minutes. Two ships make regular landings here and the rides are quite thrilling inasmuch as one sees Chicago and the great panorama of the exposition from above and receives a very clear view of the position of the various buildings in their gay colors.

Nash Motor Building (Free)

As we continue on our way north we see at our left the Nash Motor Car Company utilizing one of the modern parking elevators for automobiles, which require only a small space for a great number of cars. We see all the various models manufactured by the Nash Motor Car Company, displayed on the constantly moving elevator.

Railroad Exhibition (Free)

At our left we see next a great number of railroad tracks on which are placed, for the inspection of the visitors, a variety of railroad trains from the old historical engines which operated in the early days to the very latest, modern locomotives, coaches and pullmans. On the east track of this exhibit we see the following trains: a locomotive of the Chicago and Northwestern Railroad, next to it an auto car built particularly under the stream line system (indicated on chart by letter o), a train of the Delaware and Hudson Railroad (k), historical locomotives and the famous Mexican Presidential train (i) (in this train we find a very outstanding exhibit of Mexican excavations, especially of the Monte Alban treasure), the famous "Royal Scot" (h), a train of the Baltimore and Ohio Railroad (g), and one of the Burlington Route (f). West of these tracks are located the following exhibits: Barber Green Company (a), International Harvester Company (b, d), Iwan Bros. Hardware Company (c), Standard Automatic Signal Company (e).

Adjoining this open air exhibit is the Travel and Transport Building. Before we begin our journey through this immense structure we first visit the Pageant of Historical Transportation and the Air Show.

Wings of a Century (40c—Children 25c)

This is the great show of the World's Fair. It is a Century of Progress in Transportation. Here we do not see the old covered wagons, the old vehicles and other means of transportation in a museum-like manner but here is the life of America, here is the drama of progress with all the tragedies and all the humor, performed in a unique way. On a very modern open air stage are two lecture stands and a large band; performance, lecture and music are combined in one great unit. Actors, horses, vehicles and railroad trains, everything historically reproduced perform a great, thrilling and unforgettable show. The performances take place daily in the evening at 7, 8, and 9 o'clock.

Air Show (15c—Children 10c)

Ray Cooper who has directed five National Shows, several National Tours, two Gordon Bennett Balloon Races and other aviation events has arranged this exhibit in order to demonstrate the historical development of airships and airplanes. The following historical planes are exhibited and some of them are especially interesting inasmuch as they are the original machines:

The model "E-X" Wright in which Calbraith P. Rodgers made the first air trip across the United States, September 17 to November 5, 1911.

The Bleriot in which Louis Bleriot flew the English Channel on July 25, 1909. (Property of Edsel Ford.)

"The Moraine" in which Walter Brock won the London-Paris race in 1914.

Tom Baldwin's "Red Devil." Old Curtiss Type.

The oldest Flying Boat in the world, built and first flown by Glenn Curtiss.

The Curtiss Racer in which Cy Bettus won the Pulitzer race in 1925 and in which Jimmy Doolittle captured the Schneider cup two days later.

"The Nieuport" flown during the latter portion of the world war by Capt. Nungesser.

The Laird "Sport" 1913 model in which Katherine Stinson toured China and Japan 16 years ago.

A Sopwith "Snipe"—the only one in America.

The motor with which Eugene Ely won the speed events in Chicago in 1911.

The following are new ships:

The "P-26" of the Air Corps. This new pursuit plane is rated as the fastest military ship in existence.

A "P-16" from which the fabric has been removed, showing detail of construction.

The Bellanca "Air Bus"—a transport type.

A Laird biplane.

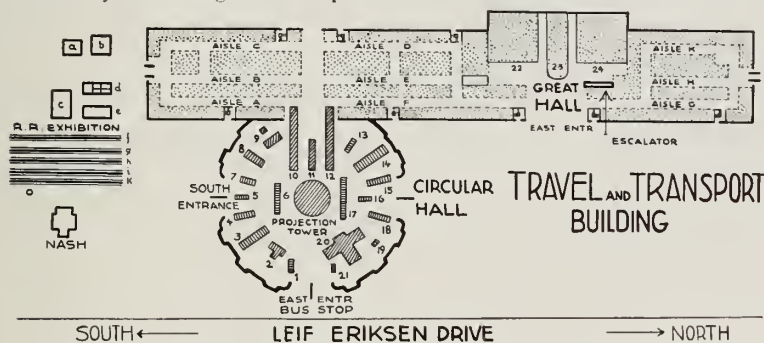
A Taylor Cup and an Aeronca—two small sport planes.

The Air Corps exhibit consists of old and new motors, of cameras, aerial bombs, instruments and equipment. In connection with this exhibit is also a model exhibit showing more than 150 airplane models built by school children of this area. We leave the Air Show and now approach the

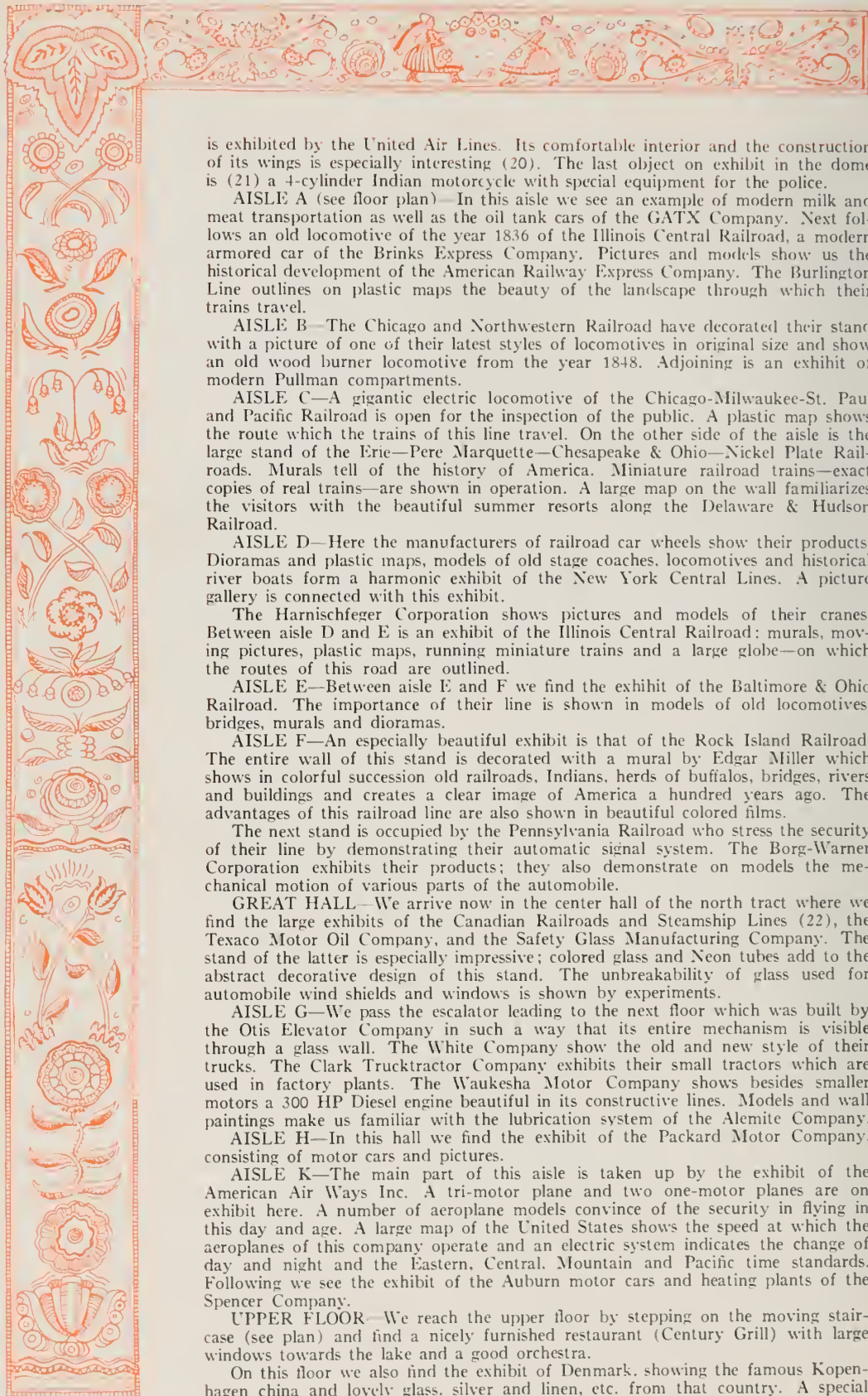
Travel and Transport Building (Free)

Architect, Holabird-H. Burnham-Bennett. Cost, \$1,179,000. Area, 343,500 square feet; width: Dome 300 feet, Wing 190 feet; length, 975 feet; height: Dome 124 feet, Hall 80 feet. Material, Transite with steel frame. Colors: Dome—green, base—gold, roof—silver, red and blue walls.

We enter this building from the east and receive our first impression from the great dome. Especially remarkable is the construction of the roof of this building. Here the principle of the suspension-bridge has been applied in roofing a tremendous hall. 12 buttresses are connected with steel cables on which the entire roof is hanging. The variable length of these steel cables, resulting from the change in temperature, has been taken into consideration in the construction and accordingly, dissidental junctures regulate the up-and-down movement of the roof.



The inside of the dome which we have just entered is decorated above the entrances with large murals by D. C. Muller and have reference to the means of transportation (state coaches, mail express and the covered wagons of the first settlers). Four large screens on the dome walls serve for film projection telling the history of transportation from its very first stages to the latest achievements of our day. We now turn to the various objects which are on exhibit in this hall and see first at our left tractors for agricultural purposes (floor plan 1) from the International Harvester Company, next follows a Curtiss Wright aeroplane carrying the name "Old Pusher" (2) from the year 1910. Adjoining, we see a railroad car for helium transportation (3) which is especially constructed for the transportation of the helium gas used in dirigibles. Next we see a very modernly equipped fire engine of the American La France Company (4). In contrast to this we notice the old time fire wagon (5). Very interesting is the exhibit of an old mail coach (6), a historical covered wagon of the pioneer days and the so-called "International Auto Buggy," one of the first automobiles. These objects are from the Museum of Science and Industry, Chicago. The next stands are taken up by a modern truck of the Walker Company (7), and a modern passenger bus (8). The U. S. Navy shows navigation signal apparatus and comparative examples of the crew compartments on old sailing boats and modern war ships (9). The Pullman Company shows three different Pullman Cars: the first one (10) a new type sleeping car of especially light construction (aluminum), the second (11) a remarkably good looking Pullman car of the year 1859 and the third (12) an aluminum Observation Car. The lines of these new Pullmans are those of the stream line principle. The latter was thoroughly applied in the construction of the electric super-express train operating between Hamburg and Berlin. The next exhibits are devoted to motor boats: A fine modern motor boat with an outboard motor of the Johnson Motor Company, a two-propeller motor boat "Miss America" (14) which develops a speed of over 100 miles per hour. The International Harvester Company shows the modern way of trucking (15). Models of historical bicycles (16) form an interesting contrast. "John Bull"—a locomotive built in England in 1831 and which was used in America for many years—is shown together with a passenger car (17). The Packard Motor Company (18) shows the first model of car they built next to the very latest of their manufacture. The "Wayne Pump" is an example for modern filling stations (19). The most modern type of passenger and mail plane



is exhibited by the United Air Lines. Its comfortable interior and the construction of its wings is especially interesting (20). The last object on exhibit in the dome is (21) a 4-cylinder Indian motorcycle with special equipment for the police.

AISLE A (see floor plan)—In this aisle we see an example of modern milk and meat transportation as well as the oil tank cars of the GATX Company. Next follows an old locomotive of the year 1836 of the Illinois Central Railroad, a modern armored car of the Brinks Express Company. Pictures and models show us the historical development of the American Railway Express Company. The Burlington Line outlines on plastic maps the beauty of the landscape through which their trains travel.

AISLE B—The Chicago and Northwestern Railroad have decorated their stand with a picture of one of their latest styles of locomotives in original size and show an old wood burner locomotive from the year 1848. Adjoining is an exhibit of modern Pullman compartments.

AISLE C—A gigantic electric locomotive of the Chicago-Milwaukee-St. Paul and Pacific Railroad is open for the inspection of the public. A plastic map shows the route which the trains of this line travel. On the other side of the aisle is the large stand of the Erie—Pere Marquette—Chesapeake & Ohio—Nickel Plate Railroads. Murals tell of the history of America. Miniature railroad trains—exact copies of real trains—are shown in operation. A large map on the wall familiarizes the visitors with the beautiful summer resorts along the Delaware & Hudson Railroad.

AISLE D—Here the manufacturers of railroad car wheels show their products. Dioramas and plastic maps, models of old stage coaches, locomotives and historical river boats form a harmonic exhibit of the New York Central Lines. A picture gallery is connected with this exhibit.

The Harnischfeger Corporation shows pictures and models of their cranes. Between aisle D and E is an exhibit of the Illinois Central Railroad: murals, moving pictures, plastic maps, running miniature trains and a large globe—on which the routes of this road are outlined.

AISLE E—Between aisle E and F we find the exhibit of the Baltimore & Ohio Railroad. The importance of their line is shown in models of old locomotives, bridges, murals and dioramas.

AISLE F—An especially beautiful exhibit is that of the Rock Island Railroad. The entire wall of this stand is decorated with a mural by Edgar Miller which shows in colorful succession old railroads, Indians, herds of buffalos, bridges, rivers and buildings and creates a clear image of America a hundred years ago. The advantages of this railroad line are also shown in beautiful colored films.

The next stand is occupied by the Pennsylvania Railroad who stress the security of their line by demonstrating their automatic signal system. The Borg-Warner Corporation exhibits their products; they also demonstrate on models the mechanical motion of various parts of the automobile.

GREAT HALL—We arrive now in the center hall of the north tract where we find the large exhibits of the Canadian Railroads and Steamship Lines (22), the Texaco Motor Oil Company, and the Safety Glass Manufacturing Company. The stand of the latter is especially impressive; colored glass and Neon tubes add to the abstract decorative design of this stand. The unbreakability of glass used for automobile wind shields and windows is shown by experiments.


AISLE G—We pass the escalator leading to the next floor which was built by the Otis Elevator Company in such a way that its entire mechanism is visible through a glass wall. The White Company show the old and new style of their trucks. The Clark Tractor Company exhibits their small tractors which are used in factory plants. The Waukesha Motor Company shows besides smaller motors a 300 HP Diesel engine beautiful in its constructive lines. Models and wall paintings make us familiar with the lubrication system of the Alemite Company.

AISLE H—In this hall we find the exhibit of the Packard Motor Company, consisting of motor cars and pictures.

AISLE K—The main part of this aisle is taken up by the exhibit of the American Air Ways Inc. A tri-motor plane and two one-motor planes are on exhibit here. A number of aeroplane models convince of the security in flying in this day and age. A large map of the United States shows the speed at which the aeroplanes of this company operate and an electric system indicates the change of day and night and the Eastern, Central, Mountain and Pacific time standards. Following we see the exhibit of the Auburn motor cars and heating plants of the Spencer Company.

UPPER FLOOR—We reach the upper floor by stepping on the moving staircase (see plan) and find a nicely furnished restaurant (Century Grill) with large windows towards the lake and a good orchestra.

On this floor we also find the exhibit of Denmark, showing the famous Copenhagen china and lovely glass, silver and linen, etc. from that country. A special



room is devoted to the exhibition of table silver by George Jensen (New York) who has become famous on account of his beautiful modern designs in silverware. Carl Sorensen's finely shaped bronze work is also on display here.

The Irish Free State exhibits a great number of various objects: Linen with modern design, homespun rugs and modern furniture and a number of articles of the home industry of Ireland. An important part of this exhibit is the art gallery in which the following known names are represented: Gerald F. Kelly, winner of the annual prize at the Royal Academy of London; Power O'Malley; Jack B. Yeates; John Keating; Mrs. Clark and Paul Henry. The ecclesiastical art is represented by an exhibit of church implements, stained glass and paintings.

The next exhibits which we pass, show automobiles from the beginning of the 20th Century, an automobile with camping equipment, and moving pictures show the water ways of the United States. Next we see the development of the radio amateurs. The "Hall of Progress" consists of about 50 small stands where novelties, souvenirs and patented articles are on sale.

The air brakes of the Westinghouse Manufacturing Company are shown on the next stand. The Ahlberg Company shows their ball bearings and how they are used. The Timken-Detroit Axle Company display their special built axles for trucks, busses and street cars. We also see railroad tracks by Poor & Company and an exhibit showing the products of the American Steel Foundries. The Solvay Sales Corporation show their system of bettering the condition of gravel roads. We now leave the Travel and Transport Building and approach the

Chrysler Building (Free)

Architect, Holabird & Root. Cost, \$200,000. Area, 252,000 square feet; width, 240 feet; length, 710 feet; height, 28 feet (towers 115 feet). Colors: white and yellow.

This beautifully constructed building contains the products of the Chrysler Motors Corporation (Chrysler, Plymouth, De Soto, Dodge). The miniature plant and the many exhibited automobiles call attention to the advantages of these cars.

The sensation of the Chrysler Building is a great rotunda with windows toward a revolving plastic map which creates the impression of an air view of the most important cities of the United States. The illusion is so strong that we imagine an aeroplane ride over the country.

Pal Waukee Hydroplane Ride (\$3.00)

Opposite the Chrysler Building is the Pal Waukee Airport. Here passengers are invited to board one of their planes which takes them for a ride over the Fair Grounds, the city and the lake. We see in this airport one of the Autogiros which ascend and descend into the air in a vertical direction.

General Motors Building (Free)


Architect, Albert Kahn. Cost, \$1,000,000. Area, 221,600 square feet; width, 300 feet; length, 456 feet; height, 56 feet (tower 140 feet). Colors: gold, red, silver and black.

This building which we approach next is one of the most impressive in its interior and exterior and the exhibit in this building is equally beautiful and instructive. In the front hall we find the various products of the General Motors Corporation (Buick, Chevrolet, Pontiac, Oldsmobile, Cadillac & La Salle) as well as the Frigidaire refrigerators built by them). The halls in this building are decorated with murals by Axel Linus, woodcarvings by Carl Halsthammer and a dominating statue (called Inspection) by Carl Milles. One of the outstanding features of the Pontiac exhibit is the statue of a Pontiac Indian who answers all the questions asked by the visitors without any visible apparatus for sound transmission. In the rear of the great hall we see the assembling of Chevrolet cars. This procedure is visible from all sides.

Maya Temple (Free)

The reconstruction of the Maya Temple makes us better acquainted with one of the oldest cultures of the American continent. In 1930 the sponsors of the Chicago World's Fair financed an expedition of the Tulane University of Louisiana to Uxmal, Yucatan. Under the direction of Franz Blom exact measurements were taken of the Maya Temple built more than a thousand years ago; casts of its plastics were made and its decorative colors were copied. In this way it was possible to reconstruct the temple. It was planned to put up a reproduction of the entire square of this building in its original size on the World's Fair Grounds. However, for certain reasons (especially on account of financial handicap) the three front wings were not reproduced nor was the original length of the main structure retained in the Maya Temple which we see on the World's Fair. Instead of nine, only five sections of the main building are reproduced, which reduces the original size of the building to about two-thirds.

Inside this temple we see interesting excavations which were found by the



Tulane expedition. The culture of the Mayas is traced to the pre-Christian era, but it is not yet clear where the first Mayas came from. We find the first remains of the Mayan culture in Palengue, Yaxchilan, Tikal, Naranjo, Copan and the southern part of Yucatan. Large cities, surrounded by corn fields, were built there by them. In the 7th Century A. D. a great migration of the Mayas took place to the north and from this time we find Mayan settlements near the city of Uxmal which have often been deserted and were again built up.

The Maya culture was a culture of the priests and the people did not share in the science and power of the priests. Excavations show that the architecture of the Mayas had been highly developed; also plastics and painting had arrived at a highly artistic standard. The history of the Mayas has been written in complicated but beautiful hieroglyphics. (An example is shown on a pedigree of deerskin.) The first meeting between white men and Mayas took place in 1492 when Columbus on his last trip to America saw an Indian canoe on the shore of Yucatan. In the year 1511, shipwrecked Spaniards were captured by Mayas and offered to their Gods; only two were able to gain the friendship of the leaders of the Mayas. When Cortez in the year 1519 entered the territory of the Mayas he found the two white "immigrants" from the year 1511. The resistance of the Mayas against Cortez was however, so great that he left the territory and turned toward the south. In the year 1526 Spain made another effort to conquer the Mayas, but not until 1547 did they gain power over the Mayas and it was then that the old culture was replaced by Christian teachings. During those years the Mayan culture was completely destroyed and archaeologists find it very difficult to reconstruct this old culture and to obtain a thorough knowledge of the Mayas. In the reconstructed Maya Temple on the World's Fair is a rare collection of remains of the Mayan culture and a number of photographs of the expedition of the Tulane University.

Indian Village (Free)

Adjoining the Maya Temple, at the left of our way, we see before us the Indian Village. It is a peculiar feeling when one sees within this great exposition of the white race the descendants of tribes who once reigned this country and who are only show objects here where they have pitched their tents and built their pueblos. Hopi, Navajo, Sioux and Winnebago Indians live here barely touched by modern civilization, according to their old customs. They dance their war dances and ceremonials, but not in a hidden and holy place any more; now a curious crowd watches them. It is, from a historical standpoint, certainly interesting not only to see the tents and pueblos of the Indians, but also to attend one of the performances (25c) where these ceremonials in their fascinating rhythm are shown.

Army Camp (Free)

On our way north we see on the left and right side the camp of American Soldiers. North of this camp we find a number of buildings which belong to the

Home Planning Group

The Home Planning Group consists of the Home Planning Hall, a building where various firms show their exhibits, and of a number of model houses which show the building of homes with familiar and new material. To this group of buildings belong the exhibition halls of the Johns-Manville Corporation and the Kohler Company.

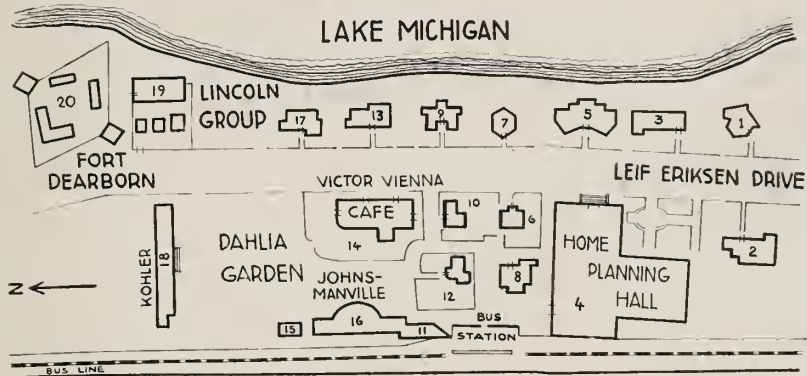
Home Planning Hall (Free)

Architect, Eli Jacques Kahn. Cost, \$96,000 (1st wing). Area 47,200 square feet; width, 200 feet; length, 200 feet; height, 35 feet. Colors: White and orange.

The Home Planning Hall (No. 4 on chart) is a plainly designed building. The murals in the hall facing south, the so-called "Gas Industries Hall" are by Hans Tiekert and are worth seeing. The Gibson Studios show a number of very fine photographs of the members of the Chicago Association of Painters and Sculptors; remarkable are the pictures of A. Brandner and O. Gross. We are now naming the list of firms who are exhibiting in the Home Planning Hall: Advance Pattern and Foundry Company; American Gas Association; American Stove Company; Anthracite Institute; Architectural Guild of Small Home Design; Birtman Electric Company; Boye Needle Company; Bryant Heater & Manufacturing Company; Chicago Faucet Company & Fiat Metal Company; Chicago Flexible Shaft Company; Conover Company; Continental Scale Works; Copeland Products, Inc.; Cudahy Packing Company; Der Metallfunk A.-G., Zuerich; Dieterich Steel Cabinet Corporation; Eastman-Kuhne Galleries; Edison General Electric Appliance Company, Ltd., Inc.; Howard T. Fisher; Formica Insulation Company; Fox Furnace Company; Frigidaire Corporation; Fuller Brush Company; General Electric Company; Gerts Lombard & Company; Gibson Refrigerator Company; Hamilton Beach Manufacturing Company; Harrington & King Perforating Company; Heller & Sons; Hess

Warming and Ventilating Company; Holland Furnace Co.; Hoosier Manufacturing Company; The Hoover Company; John D. Houck; Ilg Electric Ventilating Company; Illinois Bell Telephone Company; International Nickel Company; Iron Fireman Manufacturing Company; The Chas. Karr Company; Kelvinator Corporation; Kewashkum Aluminum Corporation; Kroehler Manufacturing Company; Marshall Field Mills Corporation; Miracul Wax Company; Muellermist of Illinois; O'Cedar Corporation; Overhead Door Corporation; Peoples Gas Light and Coke Company; Poglitsch Art Brush Works; Mrs. Ray Poll; Revere Copper & Brass, Inc.; Gilbert Rhode; Serval Sales, Inc.; Singer Mfg. Company; Thomas E. Smith; Surface Combustion Company; Timken Silent Automatic Company; United States Building & Loan League; Water-Genter Co.; Weil McLain Company; Westinghouse Electric & Manufacturing Company. We now inspect the various model houses:

HOME PLANNING GROUP



House of Tomorrow (1) (10c)

Century Homes, Inc., appointed the architect George Fred Keck to design this building. The interior decorating was done by Irene Kay Hyman. A modern building with plenty of light and a tasteful interior, indicating what the future may bring in housing.

W. & J. Sloane (2) (Free)

have furnished this building which was designed by the architects Corbett, Harrison & MacMurray, New York. It contains modern American style furnishings. The garden is sponsored by the Garden Clubs of America.

Florida Tropical Home (3) (Free)

designed by Robert Law Weed—modernly furnished by James S. Kuhne; suitable for the South.

The Glass Block Building (5) (Free)

sponsored by the Owens-Illinois Glass Company, who show the use of their glass bricks in the construction of buildings. It creates a beautiful impression when the interior is illuminated.

Common Brick Manufacturers' House (7) (Free)

a building of plain bricks with a modern interior by Secession, Ltd. The most interesting part of this building is the outer wall facing south where a number of bricks are seen from the year 2,300 B. C. The exact dating of these bricks was possible on account of the Assyric and Babylonian symbols which they carry.

The Armco and Ferro Enamel Corporation (6) (Free)


show in their building the novelty of their enamel walls. The architect is Robert Smith, Jr., Cleveland, and the furniture was created by Kroehler, and arranged by The Ladies Home Journal.

Good Housekeeping—Stransteel House (8) (Free)

designed by O'dell and Rowland, Detroit, shows a practical, forward step in home-building by the use of steel frames. Furnished by "Good Housekeeping Studio."

National Lumber Manufacturers Association (9) (Free)

This association has put up a beautiful home where various kinds of fine lumber have been utilized. The interior of this building with its natural colors and its



friendly atmosphere immediately attracts us. The furniture contained herein was designed by Wolfgang Hoffmann of New York and is exceptionally beautiful.

Design for Living (10) (Free)

built by John C. B. Moore, interior by Gilbert Rhode. Attractive steel furniture and an unusual interior impress us.

General Houses, Inc., House (12) (Free)

Architect, Howard T. Fisher, Chicago. Interiors by Kroehler Furniture Company. Various standard building material is used in the construction of this house.

The Crane Company (11) (Free)

has built a bus station where it includes animated displays, showing the development of valves, piping, fittings, etc., to the present day of color in fixtures.

Rostone House (13) (Free)

Built by Rostone, Inc., and Indiana Bridge Company. Designed by Walter Scholer. Decorated by Thomas E. Smith. The reasonable cost of building houses out of steel frames and artificial stone is demonstrated here.

Masonite House (17) (Free)

Designed by Frazier and Raftery, and modernly furnished by Marjorie Thorsh. It represents the practicability of Masonite for insulation against heat, cold, sound.

Johns-Manville Building (16) (Free)

calls attention to the modern way of heating and cooking. A large mural over the entire wall of the front hall by Raymond Katz symbolizes the victory of man over the elements which threaten his home.

The Southern Cypress Manufacturers' Lodge (15) (Free)

is a pleasing contrast to the other modern buildings in the group. It shows the many uses of cypress, "the wood eternal."

Kohler & Company (18) (Free)

show in their exhibit building, among other things, their contribution toward the betterment of living in a number of enlarged transparent photographs.

Victor Vienna Cafe

Among the model houses we find the Victor Vienna Cafe (14) with an open garden and two orchestras for entertainment and dancing. We continue our journey going north and visit next

The Lincoln Group (25c—Children 10c)

consists of five buildings (see chart 19) representing buildings in which Abraham Lincoln lived. The famous little log cabin in Hodgenville, Ky., in which Lincoln was born, his second home on Pigeon Creek in Indiana, the Lincoln-Berry Store in Salem, Ill., Rutledge Tavern where he had his early romance and the "WIG-WAM," a reproduction of the building on Lake and Market Streets in Chicago in which Lincoln was nominated presidential candidate. In Rutledge Tavern, an inn in the old American style, you will find a charming eating place with the best kind of food.

The De Saible Cabin (Free)

Next you will see a reproduction of the cabin of Chicago's first citizen, Jean Baptiste Point de Saible, who lived on the north bank of the Chicago River, before the fort was built.

The Marquette Cabin (Free)

Right near you may visit a cabin erected as a tribute to Father Jacques Marquette, who came by boat up the south branch of the Chicago River, in 1673.

Old Fort Dearborn (25c—Children 10c)

This reproduction of the old historical Fort was one of the first buildings erected on the World's Fair Grounds (see chart 20). Already before the official opening of The Fair it counted hundreds of thousands of visitors. This replica of Old Fort Dearborn recalls the beginning of the history of the fastest growing city in the world, the city of the great World's Fair, 1933—Chicago.

* * *

We again arrive on "The Midway," which adjoins the Lincoln Group and Old Fort Dearborn. Here we end our third and last journey through the Fair and seek enjoyment in the many places on "The Midway—City of a Million Lights."

The ENTRANCE TO THE
Firestone
FACTORY *and*
EXHIBITION BUILDING
PYLONS OF BRILLIANT
GLOWING COLOR
"A Century of Progress" CHICAGO



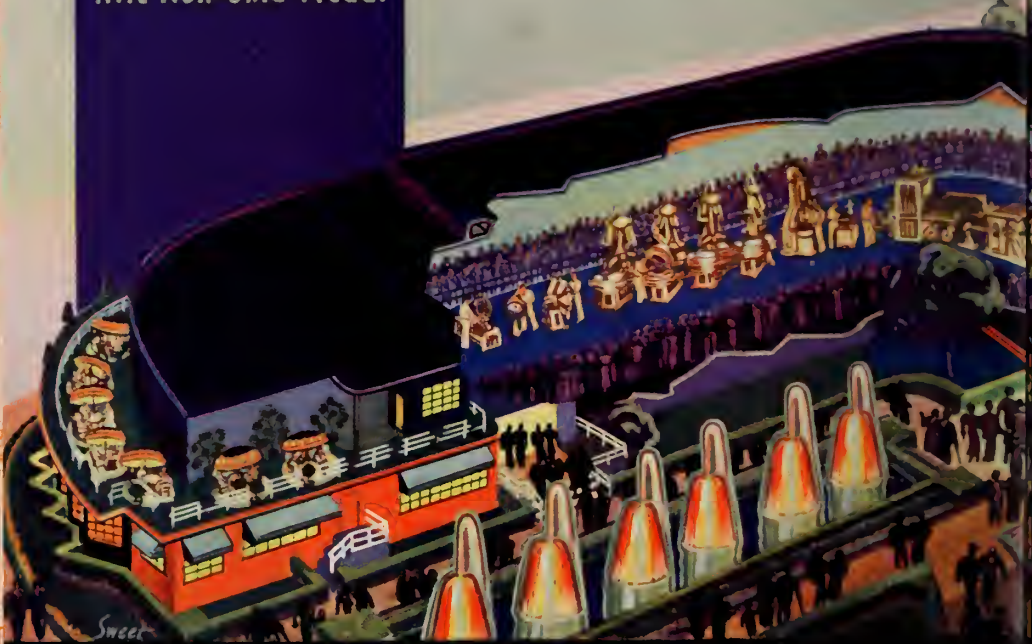
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At A Century of Progress



Curing of Firestone Tire
and forming of the
famous Firestone scientific
Non-Skid Tread.

WE INVITE you to visit the
Firestone Factory and Exhibition
Building at "A Century of Progress,"
to see the interesting processes in tire
manufacturing—crude rubber being
prepared in the huge massing
machine—cotton cords absorbing
eight pounds of pure rubber to every
one hundred pounds of cord in the
spectacular Firestone patented Gum-
Dipping machine—the efficient tire
building machine and curing mold.



Fire

• • • TIRES • TUBES • BATTERIES

See the dynamic exhibits of Firestone Tires—Batteries—Spark Plugs—Brake Lining and One-Stop Service.

The Firestone Singing Color Fountain in the gardens is a marvel of beauty and the only one in the world. Vocal and instrumental concerts given every day and night.

Firestone—chosen by "A Century of Progress" to represent the rubber industry in the Hall of Science—graphically presents the old method of gathering wild rubber in the jungle and preserving over smoky fires. Also the modern method on Firestone Plantations in Liberia, Africa, and many other scientific exhibits.

The Firestone Exhibits are among the most outstanding and educational at "A Century of Progress."



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SPARK PLUGS • BRAKE LINING • RIMS • ACCESSORIES



The
Firestone
SINGING COLOR
FOUNTAIN

In the GARDENS at the
FIRESTONE FACTORY
and EXHIBITION BUILDING

The only one of its kind in the world



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